

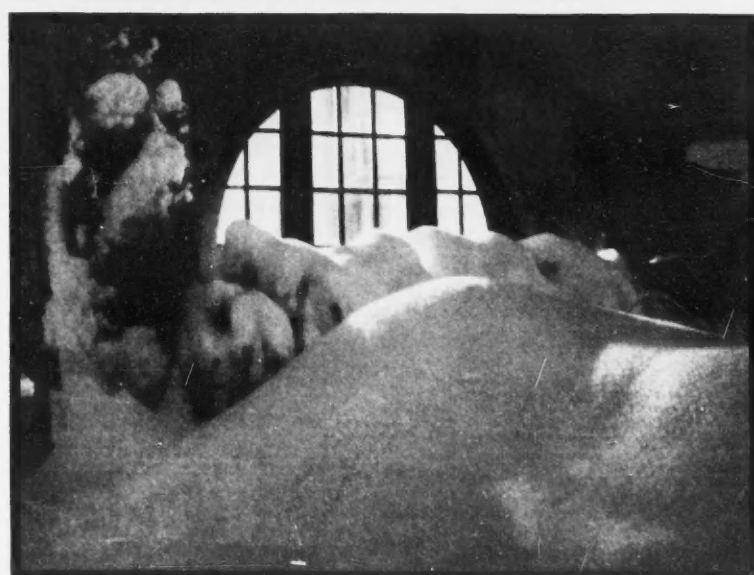
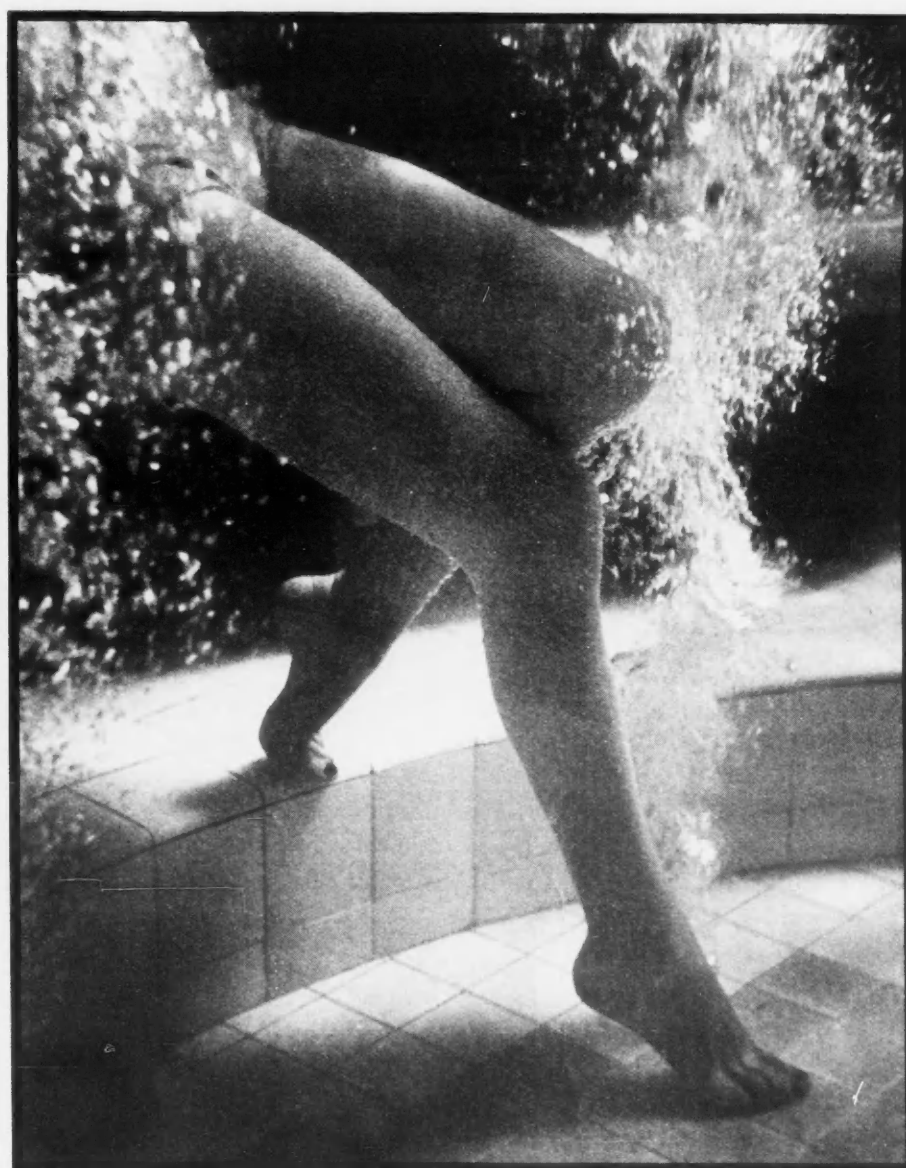
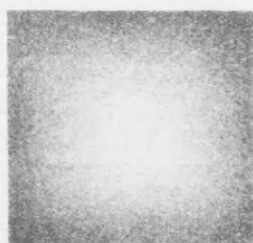
# SATURDAY NIGHT

SECTION III

PEOPLE • TRAVEL • FASHION • HOMES • LETTERS

TORONTO, CANADA, DECEMBER 5, 1936

## POLAR BEARS OR PUSSY-WILLOWS, SEA OR SNOW

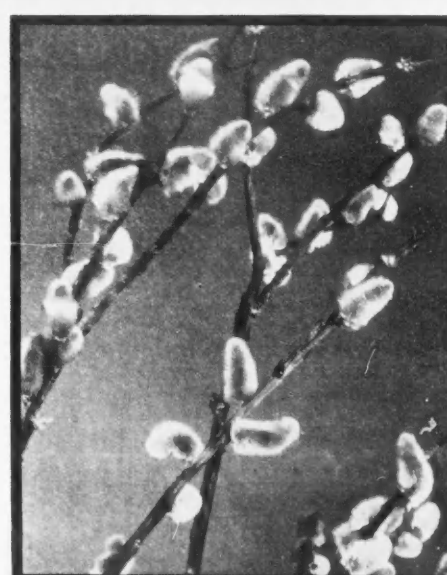


WHATEVER the subject, the camera conquers. Practically all the pictures on this page represent some triumph of camera wizardry whether it be the technical matters of arresting movement, defining light, retaining the delicacy of detail or the purely artistic production of pattern and composition. All the photographs are from the collection of the Third Canadian International Salon which is now touring the chief centres of the Dominion.

*First row, left.* "The Starboard Look out", by W. R. Macaskill, Halifax, Canada. *Right.* "Fairyland", by Frank A. Halliday, Calgary, Canada.

*Second row, left.* "A Family", by Kazys Laucius, Kaunas, Lithuania. *Right.* "The Pool", by Dr. Tibor de George, Budapest, Hungary.

*Third row, left.* "Angles and Curves", by A. B. de Lavergne, Denver, U.S.A. *Centre.* "The Window", by H. F. Kells, Ottawa, Canada. *Right.* "Pussy Willow", by Gordon M. Tranter, Calgary, Canada.











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Name and Trade Mark Reg.

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## New Streamline MisSimplicity

**THEY ARE SUPREMELY SMART**

... just as advanced over past models as new cars are

*"better than the best"*

of years ago.

The patented features of MisSimplicity give smooth, flat lines in front, reduce the diaphragm, and raise the chest to HIGH LINES OF YOUTH. Its unusual design deftly tucks extra bosom flesh under the arms rather than towards the chin! This unique patent is embodied in "34 Styles", all labelled

*"MisSimplicity"*

... but with different model numbers.

Styles for every figure, the Tall ... the Small ... the Lean ... the Large ... the Short Stocky one or the Statuesque ... a style for any size, and a price for any purse.

Let's quote the Price Range to prove this claim.

**\$4, \$5, \$7, \$8, \$8.50, \$10, \$11, \$12.50, \$15.00, \$16.50**

To See Your Figure "Streamlined" With Its Own Exact Style Be Fitted By Experts at



Model Illustrated \$8.50

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AD. 1819

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**"Specialists in Figure Care and Correction"**



MRS. FREDERICK DIXON NEALE, whose recent marriage was an event of much interest. Mrs. Neale was formerly Miss Mary Louise O'Connor, daughter of Senator Frank P. O'Connor and the late Mrs. O'Connor, of Toronto.

## MAKING SALON PRINTS

BY "JAY"

**ARTICLE II**

"HOW much technical skill is required to make a successful exhibition picture from a suitable negative?" This is an extract from a letter I received a few days ago. In reply I suggested a "normal" amount, plus enterprise, perseverance and enthusiasm. Added to that a desire to create something beautiful something lasting and something that expresses an idea.

Last week I made special emphasis on the need of an idea. A suitable negative for an exhibition picture will have an idea, but it will need the print to express it so that others will see and understand it.

The first thing I suggest is to have a contact print made, or if a miniature camera is used, a four by six enlargement. Now we want two L-shaped pieces of card about one inch wide and nine inches long. These we adjust to form rectangles of various sizes and proportions, and in this way we will arrive at the exact portion of the print which will best express the idea. To do this the L-shaped cards are placed on the print in the form of a rectangle and moved from one position to another in various sizes until the desired picture is formed. This can be marked on the print, and used as a guide when the negative is in the enlarger; or if an established developing and printing organization is to do the work, they will know exactly what is wanted.

Now comes the second important step—the choice of paper. Here again a mental picture of the finished print will help to decide the paper surface, color, size and finish. If one is at all doubtful, a visit to the local dealer and a request for his advice will help considerably. In fact, all your photographic problems can be safely answered by the average dealer in photographic equipment. Failing a dealer, a letter to any of the well-known manufacturers in the profession will always receive their courteous answer, and the requested advice. But the best advice that I can give you is to join a camera club if there is one in your town or city.

NOW we come to the third, important step in the making of a salon picture, and one that is more often looked upon as of little significance instead of receiving its true value. We have gone to the trouble of making a good clean and well balanced negative. We have taken from that negative the picture that best represents our original idea. The print has been carefully made, and we are satisfied that it tells the story. This important step is to clean it and correctly present it on a suitable mount. By cleaning I mean spotting, eliminating all of those little white spots, and a few black ones, too, that seem to be present in all prints no matter how carefully we work. These do take a lot of patient work, but when finished the print is that much nearer perfection.

The next and last step is mounting. It is this that gives the perfect finish to our work. It isolates our picture from others that will hang near it, and but for the mount might well attract the viewer's attention away from the masterpiece which we have so laboriously produced.

Neutral or ivory white is the best color to employ, although in this we should be guided by the leading tones of our picture. If these are heavy then a fairly dark ivory will suit best, and if light, then the shade should be in proportion.

Size of mount and position of picture in the mount are all very vital to the final appeal of the work and while no definite laws can be laid down as to how this should be done, a few hints will help.

Only when a print is perfectly square is it permissible to place it in the exact centre of the mount, and even then it is a good plan to try it first with a little wider margin at the bottom of the mount before finally selecting the position. Particularly does this apply when the appeal of the picture lies in the foreground.

Prints of small size should have very large mounts—this small type of print is becoming very popular in the salons now. Larger prints demand less conspicuous backgrounds, and when a very large picture is to be shown, it sometimes helps if the edge of the print comes flush with the wooden frame.

Making prints for exhibition and competition is a very exacting task, and no detail is too small to demand anything but the greatest care. The



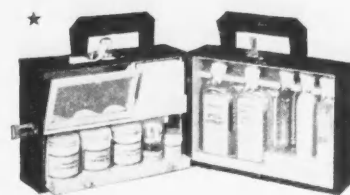
"GRAND PRIZE, HART HOUSE MASQUERADE". Camera study by Roy Kemp.



## Thrill Her with a Gift

by

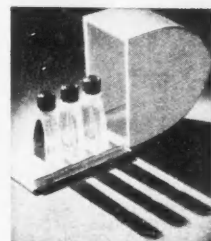
*Elizabeth Arden*



Is she a confirmed traveler? She will travel in state accompanied by this travel case stocked with a lavish array of luxurious Elizabeth Arden preparations to keep her at her beautiful best en route. \$13.00, \$20.00 Case illustrated \$33.00

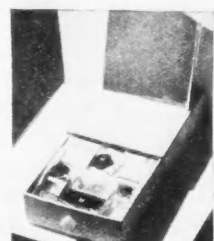


Does she revel in her bath? This box with Vela Bath Mists, Douching Powder, Hand-O-Tunk and soap is the ideal gift. \$3.00



Do perfumes thrill her? The perfume trio in Elizabeth Arden's loveliest scents. \$4.75, \$7.00 and \$12.50. Temple of perfume (4 bottles) \$5.00

Is she always rushing somewhere? The busy woman's box affords a quick treatment—even make-up. \$10.00



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... interesting things to do, and kindly, relaxing care, with freedom from all worry—diet, electrotherapy, hydrotherapy, beautiful well-appointed buildings and grounds—these, under specialized medical supervision are offered by Homewood in restoring patients suffering from nervous and mental strain to normal health.

Rates moderate.

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**Announcements**

BIRTHS - ENGAGEMENTS - MARRIAGES - DEATHS

\$1.00 PER INSERTION

Paid in advance

All Notices must bear the Name and Address of the Sender

### ENGAGEMENTS

Mr. and Mrs. J. C. Harris, of "Tim-hurst House", Ingersoll, Ontario, announce the engagement of their daughter, Monica Eugenie Lathom Harris, to Mr. Edward Gilling, son of Mr. and Mrs. Richard Gilling, Ingersoll, Ontario. The marriage to take place about the middle of December. The reception will be held in the Spring.

## A New Permanent

Is a good investment at this time of year. It leaves your hair just at its best for the Christmas social season. It enables you to forget all your problems of floating ends and slipping waves between now and then when Christmas shopping takes all your time and energy. The Hygienic Hairdressing suggests an early appointment with one of their skilled operators. All types of hair including the machineless for all types of hair—variously priced from five to fifteen dollars.



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*Hygienic Hairdressing Salon*

Elgin 8439

ally selecting the position. Particularly does this apply when the appeal of the picture lies in the foreground.

Prints of small size should have very large mounts—this small type of print is becoming very popular in the salons now. Larger prints demand less conspicuous backgrounds, and when a very large picture is to be shown, it sometimes helps if the edge of the print comes flush with the wooden frame.

Making prints for exhibition and competition is a very exacting task, and no detail is too small to demand anything but the greatest care. The

finished work is always a joy, and the pride of creation is reward enough to many. Because one set of judges do not see eye to eye with you, is no reason why another set should be denied the opportunity of passing their judgement. This also applies to competitions. If you do not succeed in one, there are many opportunities to try again.

### TRAVELERS

Mr. and Mrs. Denison Dana, who have been visiting Lady Kemp at Toronto, have returned to New York.



## THOUSANDS OF WIVES BUY A&P COFFEE EVERY WEEK



*...because they get finer, fresher flavor*

This morning at breakfast thousands of families enjoyed the full, rich, satisfying flavor of A&P Coffee—coffee at its very best.

No other coffee ever maintained a higher standard of quality. This is the result of A&P's own coffee experts carefully selecting and buying, at the plantation, the very choicest of the world's finest coffees.

No coffee is fresher. A&P Coffee is delivered roaster-fresh to your A&P Food Store, with all its freshness sealed by nature in the bean. It is never ground until the moment you purchase it. This guarantees that your coffee is absolutely fresh.

Enjoy one of A&P's three famous blends today. One of them is sure to suit your taste.



Regular A&P Coffee Prices

BOKAR	1-lb Tin	29¢
<i>Vigorous and Bitter</i>		
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RED CIRCLE	1-lb Pkg	21¢
<i>Rich and Full Bodied</i>		

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8 TO 9 P.M. WABC NETWORK  
A&P BAND WAGON

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SOFTER — SHEERER



STRONGER — CLEARER

These are the facts that make you love Mir-O-Kleer® Hosiery. Clear as cellophane, your legs and ankles will seem definitely smaller in them! They're sold the world over; made by the largest full-fashioned hosiery mill in the whole British Empire—Kayser's!

**KAYSER**  
HOSIERY  
MADE IN CANADA

75¢  
AND UP

\* Trade Mark, Patented Canada 1933 No. 336,234

BE WISER — BUY KAYSER

## DRESSING TABLE

BY ISABEL MORGAN

MANY a Christmas gift problem is going to be solved by the new smaller perfumes that have been brought out by well-known perfume houses. While not actually miniatures of the larger sizes, they are smaller—and, incidentally, less expensive—models of perfumes that hitherto have been obtainable only in larger sizes. The perfumes, of course, are exactly the same as those in larger sizes, and the containers are the same only they are on a smaller scale. They make especially luxurious gifts that seem to have been designed to be tucked into the toe of a stocking hung up in readiness for the arrival of good old Santa Claus.

Guerlain has four really notable miniatures of their most famous perfumes. L'Honneur Bleue comes in a tortoiseshell brown box around which matches an interesting frieze of ivory flutings. Cuir de Russie, a perfume containing the fragrance of Russian leather, is contained in a stunning modernistic facon of dark blue glass nestling in a pure white box. Sous le Vent, with all the fragrance of a tropical garden at evening, is of most unusual design in a container that is a symphony of brown, silver and yellow. Shalimar, which really needs no description, is in a lilac-hued box.

For those who like the true scent of their favorite flower, Guerlain has Gardenia, Fleurs de Lavande (lavender), Poir de Senteur (sweet pea), and Verveine (verbena).

COMPLETE kits of cosmetics that one can take travelling, are always welcome gifts. Daggett and Ramsdell have several of these, ranging from a small white leatherette kit containing small sizes of essential cosmetics and creams that could, in a pinch, be tucked into a capacious handbag or overnight bag. Others, containing the larger sizes of cosmetics and very complete of content, include such things as the Salon Kit which drops down at the front, opening up to reveal almost a complete dressing table and has everything, including hand lotion. A leather Travel Kit, has an all-round zipper arrangement, which opens out that a very complete and convenient kit.

Incidentally, Daggett and Ramsdell whose beauty preparations have been veritable symbols of purity and excellence ever since you can remember, have brought out a new Golden Cleansing Cream, containing an entirely new ingredient known as colloidal gold—which, while known to the medical profession for some years, is now used in a cleansing cream for the first time. When you open a jar of this cream for the first time, don't expect to find it a golden color—in its colloidal form and when used in this cream, it is the mauish-pink tone of strawberry ice-cream. Colloidal gold has the power, we are told, of ridding the pores of all dirt and impurities. Not only does it do this, but it stimulates and invigorates the skin. Colloidal gold is actually gold in another form, but you cannot see or feel it any more than you can see or feel the iron in spinach. In fact, many of the health-giving minerals in fruits and vegetables exist in a colloidal form similar to that of the gold in Golden Cleansing Cream. When used on a dry or normal skin, Daggett and Ramsdell Perfect Skin Tonic (For Dry or Normal Skin) should be used to remove the excess cream and refresh the skin. For an oily skin it is suggested that first the skin be cleansed with the cream, of which all traces should then be removed with cleansing tissues—followed by washing with soap and luke-warm water. Then putting with the Skin Tonic for oily skin.

## ABOUT THE HOUSE

BY BERNICE COFFEY

IT IS doubtful whether the modern business could exist without a filing system. Today's office would be a place of confusion without one. The use of such a system in the house had never occurred to us until we saw one in use recently in the house of a friend. In common with most women she had always let bills, invitations and receipts mingle with grocery lists, club notices, menus and clippings, in indiscriminate confusion in her desk, some of them disappeared, and were discovered later in noisome book nooks or tucked away in drawers. However, several embarrassing incidents concerning unanswered invitations and the threat of the household being deprived of essential services of water, light and phone service due to bills having been forgotten had convinced her that she ought to bring a little office efficiency into her household. The result was several neat folders in which there were spaces for answered and unanswered mail and for bills paid and unpaid. A card index system listed such information as the numerical

status of the household linen and silverware, clothing that had been sent for summer storage, anniversaries of birthdays and so on. There was a neat alphabetical Christmas card list, a guest list of addresses and telephone numbers, a list of menus of dinners and luncheons with names of guests who had been present—no danger then of repeating the same menu when any of them were again being entertained. It all sounds rather formidable, but it was said to work like a charm.

HERE we have one more sign-post along the path of Progress; yet another arrow points to the day when everything will be perfect and none of us will have to lift a finger to do anything. We refer to the Cine-Kodak Eight, made by the Eastman Kodak Company. This wonder-camera is a mere baby, you can carry it in your pocket if you have pockets, or in your purse. It takes movies just as perfectly as if you had to have a trunk to carry it around in, and it's not expensive. If you've been flirting with the ambition to be an amateur movie director, or have been stifling ambitions to be a movie star, opportunity is now knocking at your door. This phenomenal little camera also reduces the cost of home movies by about two-thirds. All this may sound too good to be true, but if you want the scientific reason back of it, here it is: This midget camera quadruples the number of motion-picture images recorded on a given sixteen-millimeter film (the amateur standard width) thus achieving all these miracles. Personally, we think it is the eighth wonder of the world, and the Eastman Kodak people themselves are very proud of it. Our advice would be to look at one and let a real, mechanical, masculine mind tell you more.

WE SAW a small quilted rug of which the owner is very proud. It was inspired by a lovely one in a



Coty has created a perfume that is really true to this flower. This New Gardenia never "wilts". It remains lastingly fresh, hauntingly beautiful. \$1.00, \$1.50, \$2.75, \$5.00 and \$12.00.

If you have any difficulty in obtaining any Coty article from your local dealer, send your cheque to "Herd & Chardon Inc., 2027 McGill College Ave., Montreal", and it will be forwarded by return mail.

little salon in Comte de Beaumont's beautiful house in Paris. The original pattern. After the quilting, it was made of a dark brown velvet. That which we used under Aubusson rugs, so that saw is made of a wine-red velvet—it would not slip.



"YOUR GUMS AS WELL AS YOUR TEETH NEED CONSTANT CARE..."

## "Massage your Gums with IPANA to keep them Firm and Healthy, too"

EVERY dental authority agrees that in order to have sound, white teeth, you must have firm, healthy gums. Ipana is the one dentifrice that is especially designed to help you to have both. Not only does Ipana clean your teeth to a sparkling whiteness. It contains special ingredients which help tone and invigorate your gums.

### WHY MESSAGE?

These special ingredients in Ipana, together with gum massage (with fingertip or tooth brush) give your gums the stimulating exercise they must have, and which our modern diet of soft, well-cooked foods fails to provide. Lacking exercise, gums become tender and sensitive—

apt to bleed—ready victims of serious dental disorders. So if your tooth brush shows "pink"—watch out!

### FIGHT "PINK TOOTH BRUSH"

"Pink tooth brush" is a warning that your gums need help. If you see it, see your dentist. He knows what you should do.

Ten chances to one he will tell you to take proper care of your gums as well as your teeth—to form the habit of regular gum stimulation—to switch to Ipana Tooth Paste and massage. Your gums will be healthier, your teeth will have a sparkle, and your smile will gain renewed charm and attractiveness.

Remember—a good Tooth Paste, like a good Dentist, is never a luxury.

**IPANA** TOOTH PASTE



MADE IN CANADA

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SURE TO BE REMEMBERED

**PERSONAL GREETING TELEGRAMS**

LOW COST

25¢

BETWEEN POINTS IN EASTERN CANADA OR BETWEEN POINTS IN WESTERN CANADA

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FROM POINTS IN EASTERN CANADA TO WESTERN CANADA OR VICE VERSA OR TO POINTS IN UNITED STATES

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● Reduced cable rates at Christmas and New Year's.

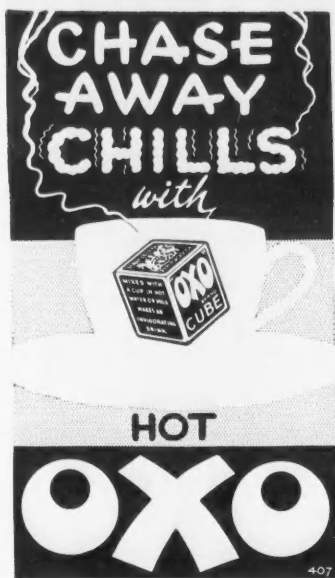
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TELEGRAPHS**



CITY MESSAGES  
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## CONSTIPATION\* MAY CUT DOWN YOUR ENJOYMENT OF LIFE

Long Neglected, It May Even Develop Serious Consequences

Common constipation\* keeps you from being at your best. It causes discomfort, and may lead to headaches and loss of appetite. You feel below par, lack your usual vigor.

So many people treat this condition as a slight matter. But it can be the starting point of serious trouble. It contributes to a general run-down condition. With lowered bodily resistance, you are more likely to pick up the first chance infection you meet in your everyday routine.

Common constipation is due usually to insufficient "bulk" in meals. Fortunately, a delicious cereal supplies gentle "bulk." Within the body, the "bulk" in Kellogg's ALL-BRAN absorbs moisture, forms a soft mass, and cleanses the system.

Serve ALL-BRAN as a cereal, with milk or cream, or cook into muffins, breads, etc. Two tablespoonfuls daily are usually sufficient. Stubborn cases may require ALL-BRAN oftener. If not relieved this way, consult your doctor.

ALL-BRAN is guaranteed by the Kellogg Company as an effective laxative food for constipation.\* Sold by all grocers. Made by Kellogg in London, Ontario.

\*Constipation due to insufficient "bulk"

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Try this famous Skin Softener before you buy it. Campana wishes you to know, without cost, how extremely high in quality—and extremely low in cost—Italian Balm really is! It must be especially good to be where it is today—the leading skin protector in all of Canada—and has been for years. In a recent survey in a large city 92.8-10% of the women reported that Italian Balm overcomes chapping more quickly than anything they ever used before. And 92.9-10% stated that Italian Balm costs less to use than anything they ever tried.

But don't take Campana's word for it—try a Vanity Bottle FREE.

Campana's  
**Italian Balm**  
THE ORIGINAL SKIN SOFTENER

FREE  
CAMPANA CORPORATION LTD.,  
2 Adelaide Rd., Dept. N.,  
Toronto, Ont.

Gentlemen: I have never tried  
Italian Balm. Please send me  
Vanity bottle FREE and postpaid.

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City \_\_\_\_\_ State \_\_\_\_\_

## ABOUT FOOD

BY CYNTHIA BROWN

PERHAPS you think ski-harness is the best thing that ever came out of Norway. My poor friend, did you ever hear of Norwegian food?

I once lived for the better part of a year among Norwegians and I think they are among the most delightful people on earth. In the summer we sailed—and how those Norwegians can handle a boat! I wish I could say in the winter we skied, just to carry on the atmosphere of the paragraph, but we didn't. We were frightfully, grandly social. And all year round we ate the most lovely food. It was there I got to know waffles made with sour milk; to drink gin neat in a liqueur glass, and my breakfast coffee without sugar or milk or cream: "Vv mak' it stoppes?" they would ask with such high disdain I learned fast to take it black and like it. There, too, I first met almonds regarded as food, and swordfish treated like porterhouse steak. I wasn't interested journalistically in food at the time, and it makes me positively yell now to think of all the opportunities I passed up of learning about their art in handling it.

But away with vain regrets. Yesterday's mail brought me real recipes from Norway: "Things we remember you used to like, and perhaps of use to you now." Watch me make use of them.

The first two are recipes for little tea cakes with almonds. They are gloriously rich and nice to look at as well as taste. The first are called—and I can only hope I've got the spelling right for I've carried the name in my head and it's not repeated on the recipe—

### BERLINER KRANZE

- 2 yolks of raw eggs
- 2 yolks of hard-boiled eggs (boiled 20 minutes)
- 3 cups bread flour (if pastry flour allow a little more)
- $\frac{1}{2}$  cup granulated sugar
- $\frac{1}{2}$  lb. butter.

With the fingers work the sugar and hard-boiled yolks of eggs together till mealy, stir in the raw yolks, cream in the butter and add flour little by little—all with the hands. Chill in the ice box. Break off small bits of the dough and roll on the palm of the hand into little finger-shaped affairs. Clip these across into a closed horseshoe shape and chill again. Beat the white of one egg slightly so that it is still moist, not dry, and crush some lump sugar with a rolling pin. Dip the top of each little ring of dough first in the egg white and then in the sugar and bake them on a cookie sheet in a moderate oven until just beginning to color.

The second recipe is just called—sorry—

### ALMOND BARS

- $\frac{1}{2}$  lb. butter
- $\frac{1}{2}$  lb. white sugar
- $\frac{1}{4}$  lb. almonds
- 1 lb. flour
- $1\frac{1}{2}$  teaspoons baking powder
- 2 eggs.

Cream the butter, adding the sugar gradually, then add the unbeaten eggs and the almonds coarsely chopped. Sift the flour and baking powder together and mix into the rest. Spread on a baking sheet in bars  $2\frac{1}{2}$  inches wide and flatten out the dough to  $\frac{1}{2}$ -inch thickness. Spread with lightly beaten white of egg and sprinkle with granulated sugar.

Bake in a moderate oven until a very pale brown, cut obliquely in strips  $\frac{3}{4}$  inch wide and return to oven until crisp.

There they are, and two better "little cakey things for tea" such as I am constantly being asked for, never came your way. You may think there is a good deal of dress-making about the second recipe; why not use an ordinary ruler? I give it to you as I got it, inches and all.

If you will try the waffles with sour cream, and they are delicious, this is the way it's done.

- 4 well-beaten eggs
- 2 to 3 tablespoons sugar
- $\frac{1}{2}$  lb. flour
- 1 pint sour cream.

Beat all together until light and fluffy. Cook in the ordinary way on a waffle iron. Serve with coffee and syrup—and butter if you just don't give a darn for your figure.

My last recipe is for a Norwegian Fish Pudding that we used to discuss and discuss. I adored it, but never could be brought to understand just why it must be made as it is in Norway. It was finally admitted that at one point the fish certainly could be put through the chopper, but the idea cast a gloom over the whole household. It should be scraped with a fork, for hours, and hours.

### NORWEGIAN FISH PUDDING

Take a good-sized fresh haddock, remove head and backbone and split it from stem to stern. Scrape the flesh off the skin, little by little, with the back of a knife (or in the gospel according to Brown, cut it off and put the flesh through the chopper). Anyhow, the fish must be finely shredded at this point. Now put the fish into a big bowl and begin to stir it, always in one direction (what difference does the direction make? asks Brown, only to be frowned down) adding milk very, very gradually. Salt, pepper and "Muscat blumme" now go in to season it. The latter is a Norwegian spice made from the flower of the nutmeg plant. I'm told, and you can buy it at very grand grocers. Just enough flour is sprinkled in between the doses of milk to bind the thing together. Meanwhile have the fish bones and skin and some cut vegetables and



MISSSES OLIVE AND PATRICIA BEAUCHESNE, twin debutante daughters of Mr. and Mrs. Arthur Beauchesne, of Ottawa.

—Photo by Karsh.

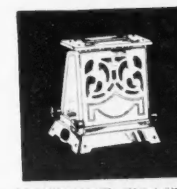
seasoning boiling in water to make a bouillon. When you can't, or won't beat the fish any longer and it is very smooth and creamy you drop it by spoonfuls into the strained and boiling bouillon and let it simmer only for about 5 to 7 minutes. Drain the fish nuggets and serve them with white sauce with a little

lobster in it. If you prefer it, the creamy fish puree can be put straight into a tube tin, baked, turned out, and served with melted butter. Either way it is incredibly good. So good that I have always felt myself it was well worth the trouble, when someone else made it.

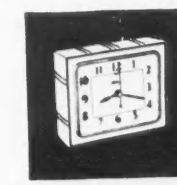
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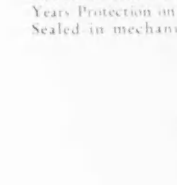
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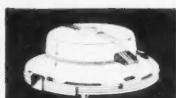
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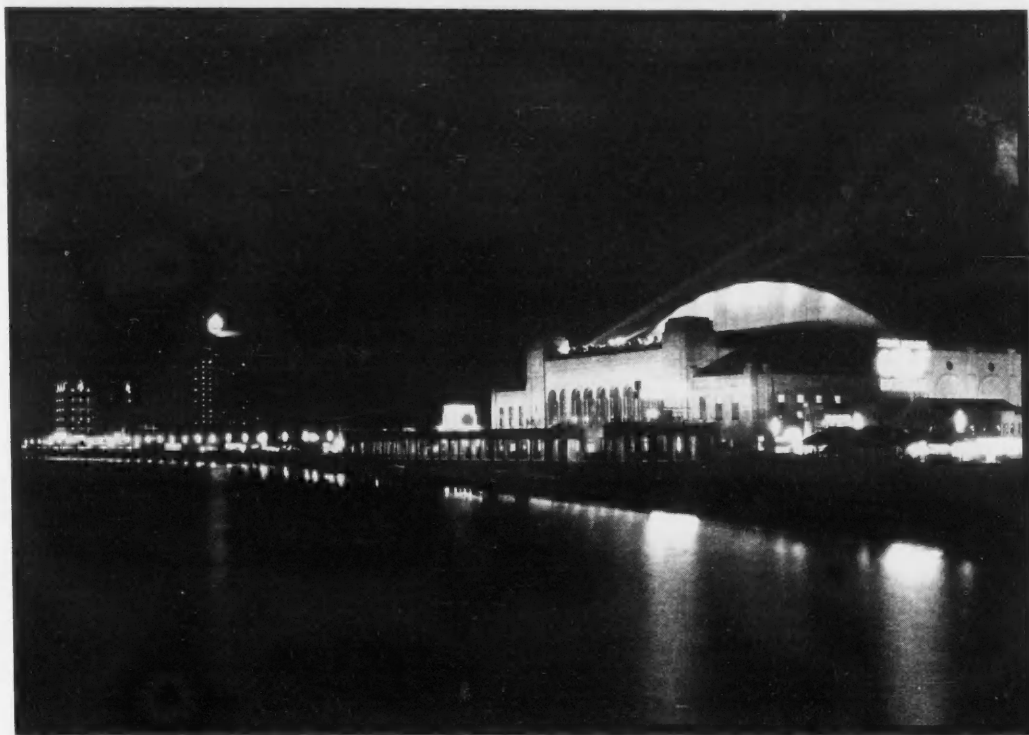
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THE WORLD'S LARGEST CONVENTION HALL as it appears when specially illuminated during Atlantic City's annual festival of lights, held during the holiday season. The entire municipality joins in arranging special lighting effects which add to the charm of this popular all-year resort.

—Photo courtesy Atlantic City Photo Service.

### —Ports of Call

## ATLANTIC CITY IN WINTER

KNOWN at one time as a summer playground only, Atlantic City has for years been recognized as an all-round health and pleasure resort.

The great seashore metropolis in the summer and the winter differs only so far as sports are concerned. Swimming, beach games, sun bathing, fishing and sailing are the most popular in the summer months while with the change of seasons thoughts turn to golf, bicycling, horseback riding and hunting.

Of course there are also the salt water swimming pools in the hotels, ice hockey on the rink in the municipal convention hall with games between the Atlantic City Sea Gulls and leading amateur teams from the U. S. and Canada, basketball with the Sand

Snipers playing host to the best professional clubs and the annual squash tournaments attracting the cream of the racket wielders.

All of these have proven popular with the visitors and each season sees increased numbers attending the various sports attractions on the winter schedule. Atlantic City's mild climate the year 'round makes the winter vacation more enjoyable and the resort is famous for its boast of "no snow on the Boardwalk".

With the varied demands from the millions of visitors, the city has reached the point where practically any and every type of activity desired can be obtained. Boardwalk rolling chairs, benches along the ocean rail, comfortable sun decks on the piers and the canvas backed beach chairs are ready for those seeking rest and relaxation.

### SPORTS FOR ALL

HUGE airplanes are waiting at the Municipal Airport and at the Inlet hangars to take up passengers for either a short sight-seeing trip or a hurried jump to some distant city. The modern facilities at the airport, the first municipal one to be opened in the United States, have proven attractive to aviation enthusiasts and each season finds an increased number of vacationists arriving by air.

Five splendid golf courses are within easy reaching distances. The Northfield and Linwood Country Clubs, and the Brigantine, Ocean City and Seaview Golf Clubs, being just a few minutes automobile ride from the heart of the resort. The Boardwalk bicycle lane, open from 6 a.m. to 9 a.m. daily, has proven popular and the stands where cycles may be rented are frequently hard pressed to meet the demand.

The wide, level, eight-mile long stretch of beach has become a popular riding path for the equestrians. Here horseback riding may be enjoyed from October 1 to June 1. Saddle horses, as well as ponies for the children, may be obtained at several stands along the beach.

Duck and quail hunting are very good in this vicinity and with the close of the fishing season in mid fall many of the fishermen turn to the guns to provide the season in sport.

The great amusement piers, that in some cases extend almost a half-mile out over the ocean, will never be forgotten by anyone who has ever visited Atlantic City. Perhaps one of the most famous of its kind is the Steel Pier where the greatest variety of attractions ever assembled under one roof can be witnessed for a nominal admission. It is impossible to take in all the pier's features in one visit, even if an entire day is spent on the structure. Winter finds a number of the attractions continued. Fishing, deep sea aquariums, and net hands continue well into the winter at Young's Million Dollar Pier. National exhibits on Steel, Million Dollar, Garden Central and Heinz Pier remain open through out the winter.

Four Boardwalk motion picture palaces provide the visitor with early showings of current films. Restaurants, hotel grilles, supper clubs and cafes all feature well known dance orchestras and entertainers at remarkably reasonable prices.

The Boardwalk hotels, long famous as some of the finest in the world, now provide rates, lower than in years and well within the means of everyone. These skyscrapers along the beachfront are ready to cater to every wish of their thousands of guests. The Boardwalk also offers miles of smart shops, where high class merchandise from all corners of the globe is on display.

At the lower end of Absecon Island, on which Atlantic City is situated, are the exclusive residential suburbs of Ventnor, Margate and Longport, where fine homes of every description can be seen. These suburbs, along with the Chelsea section of Atlantic City, are popular with those visitors, who rent cottages for their visits or once here decide to make this their home.

### CONVENTION HALL

ANY visitor to Atlantic City will not leave here without first spending a few hours inspecting the huge municipal convention hall, by far the largest in the world. Built on the Boardwalk, between Georgia and Mississippi avenues, at the cost of \$15,000,000, the structure covers seven acres of ground and seats 40,000 persons in the main hall, while the entire population of Atlantic City—66,000—can be seated in the building with room to spare.

New York City's famous Madison Square Garden could be placed in one corner of the main hall and a track meet and several large cathedrals be staged concurrently in the remaining area. The longest home run ever hit by Babe Ruth or any other ball player would not carry from one end to the other.

A striking feature of the place is its versatility. For ice hockey and skating, a sheet of ice, 100 by 100 feet is frozen on the floor. The ice can be disposed of in a few hours' time and the only full sized indoor football field in the world laid in its place. Or the 140,000 square feet of floor space may be set up with hundreds of exhibit booths, each independently equipped for gas, water, sewerage, electricity, steam and compressed air. Also at the end of the vast auditorium is one of the largest and best equipped stages capable of seating 5,000 persons.

The adaptability of the building and its facilities is better understood when it is considered that practically every type of convention and exposition has been staged here as well as track meets, prize fights, dog racing, no hockey, horse shows, horse racing, polo, football, and varied other events too numerous to mention.

And no visit to the hall would be complete without stopping a few minutes to listen to the famous organ, by far the largest and most powerful ever built.

The convention hall also houses municipal radio station WPG, known the world over as the "Voice of Atlantic City" and visitors are welcome to inspect its many facilities at any time.



ICE HOCKEY DRAWS CAPACITY THROUGHS to Atlantic City's \$15,000,000 Convention Hall during the season December 5 to April 1. Photo shows the Atlantic City Sea Gulls in action against the famous New York Rangers.

—Photo courtesy Atlantic City Photo Service.



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"You can't choose rouge and lipstick for ever and ever amen," I said. "The smart way is to change your shade to harmonise with your clothes."

"But I thought make-up had to match your colouring?" she said.

"So it has," I said, "but supposing, like so many women, you're wearing the new mulberry and wine fabrics, you'll find my new fuchsia make-up indispensable."

"First banish all traces of shabby sunburn with my Bleaching Cream, and get your skin into condition with Cleansing Cream, Juniper Skin Tonic, and Orange Skin Food. Then make up with Petal Cream and Peach Powder, my new Fuchsia Rouge, No. 6 Mulberry Lipstick and my new Blue Eye Shadow. The effect's ravishing."

It certainly was in her case—as I saw when I met her the other night. "I do love your evening tints!" she said.

Ask for these preparations at any smart shop together with my book "Speaking Frankly". Or, if you have any difficulty, write to me, Jane Seymour, Lamson Building, Toronto. And please tell me who is your favourite local druggist so that I may get in touch with him.

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## LONDON LETTER

BY P. O'D.

November 16th.

MR. BALDWIN has given yet another amazing exhibition of his peculiar technique as a politician—the technique of open confession. Such confession is said to be good for the soul. Possibly it is. But Mr. Baldwin is surely the only statesman to act consistently on the belief that it is also good politics. Not since the days of Edward the Confessor has there been a great leader with such a passion for confessing. And he gets away with it—which is perhaps the most astonishing part of the whole astonishing business.

Last week in the House of Commons Mr. Baldwin leaned forward on one of the despatch-boxes, which always litter up the big table in the centre of the House, and announced in that friendly and confidential way of his that he was going to talk "with appalling frankness". He did all right! He appalled his friends, his opponents, and may even have appalled himself when he came to read it all over next day in cold type, and read also what the newspapers of the country had to say about it.

The House had been debating the interminable problem of national defence, and Winston Churchill had just made one of his most brilliant and slashing attacks on the Government for their inaction and lack of foresight in permitting belligerent foreign powers to establish so dangerous a superiority in armaments.

What Mr. Baldwin said in reply amounted practically to this:—

"To be perfectly honest with you, boys, I'm afraid we have been rather remiss about all this. But then you can't expect democracies to keep up with those dictatorships. We're always about two years behind. You have to consider votes, you know, and how the country feels about things. For three years I've known what Hitler and Mussolini and the others were doing, and that we would have to rearm. But I didn't dare tell the public so. We'd have lost the last election. But the great, strong heart of democracy is beating as powerfully etc., etc." (Loud cheers).

Saint Stanley the Confessor! What a man!

EVEN Winston Churchill, with all his experience of Mr. Baldwin's character and methods, must have felt rather bewildered—like a pugilist who had been trying to knock out a feather bed. You can swing and hook and upper-cut to your heart's content, but your hardest blows die harmlessly away in that soft and yielding mass. It merely bulges out quite comfortably in another place. And when you have finished in a state of exhaustion, there it is as round and resilient as ever, with hardly an extra dimple to show what you have been doing to it.

And what an orator! Oratory has rather gone out of fashion in the Mother of Parliaments. Even the best and most impressive speakers seem to aim at a tone which might be described as that of heightened conversation. Mr. Baldwin himself is an almost perfect instance of it. That rich, rumbling voice of his—one of the finest in English public life—goes quietly and comfortably on with something of a bedside quality about it. The House might be sick, and he might be the nice old family doctor sitting beside it and holding its hand. But he has his thumb on its pulse right enough.

Other men talk to the House, but Churchill, in his more serious moments, really addresses it. There is nothing oratorical about his manner or presence. He is even rather a lumpy figure, as he stands with his big head thrust forward on the wide shoulders, on which it sits so closely. His voice is not especially good, though strong and clear, and he stammers, not really a stammer, but a sort of momentary hesitation, which he uses with masterly effect. There is that odd little pause, that suggestion of an effort to find the right word or to pronounce it, and then "bang" comes the next blistering phrase. And the vivid phrasing is always there. He is a superb rhetorician in the best sense of that now slightly contemptuous term.

TAKE, for instance, his description of the veillations of the Government over the national defence. "The Government simply cannot make up its mind," he said, "or get the Prime Minister to make up his mind. So it decided, in strange paradox, only to be undecided, resolved to be irresolute—adamant for drift, solid for fluidity, all powerful but impotent. So we go on preparing more months and years precious, perhaps vital, to the greatness of Britain, for the locusts to eat."

And the whole speech was like that, vivid, passionate, eloquent. Incidentally, that last phrase about the locusts was a bit of Sir Thomas Inskip, the Minister of Defence, who had spoken of the time lost in getting the defence program under way as "the years that the locusts have eaten". A fine image, too, but it is unlikely that the good Sir Thomas, as he listened to Churchill, may have heartily wished that he hadn't used it.

Why, the reader may well wonder, as a great many other people have done, why is it that Churchill, with his amazing gifts, his swift insight and decision, his courage, his eloquence, his tremendous energy, why is it that he is not more effective? Why do Members crowd into the House to hear him and cheer him, and yet nearly always refuse to follow his lead?

There is no more doubt of his sincerity and patriotism than there is of his ability. And yet there is always that "and yet". They seem to feel about him as the good Cavalier



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gentlemen finally came to feel about Prince Rupert, too dashing, too daring, too brilliant to be really sound. And that in the British House of Commons is the one really fatal reputation to get.

WELL, that's rather a lot about politics and politicians. So let's get away from Westminster—let's get away as far as we can! Let us, in fact, get down into Devon, to Clovelly, whose great lady has just died.

Clovelly, as every tourist knows, is an almost absurdly lovely and romantic little fishing village—only now it is entirely for trippers that they fish, built in a crack of the western cliffs. The one cobbled street goes down in steps at an angle so steep that one feels one hoarty push at the top would send the whole place sliding into the Atlantic rollers below.

On either side tower the granite headlands, but Clovelly snuggles snugly down amid its roses and Tudor gables, and only wakens up to sting the next bunch of visitors. Believe me, they are good at it!

But nothing could really spoil Clovelly—not even the teasings and postcards and souvenirs and universal ading. When a place is as pretty as that, it doesn't matter what its inhabitants do. And, anyway, there is nothing else for them to do. It is the one local industry.

But now Clovelly is in mourning. Mrs. Christine Hamlyn, who owned it and loved it and ruled it, is dead. She was Clovelly. She even looked like Clovelly. She was a tiny little woman, barely five feet in height, and she dressed in ermine, all flounces and furbelows, the way ladies used to dress when Queen Victoria was first married. She wore lace shawls, and had cascades of lace flowing down from her neck. "Jabots" isn't it?—and she walked with a gold-tipped staff rather taller than herself.

She was an absurd little figure in a way—the nearest thing you can imagine to the Fairy Godmother in

old prints of Cinderella. And she was just as autocratic as any fairy grandmother could be. The whole atmosphere of the place was feudal, and never did medieval lady of the manor rule her domain with greater devotion and decision.

IT WAS characteristic of her that, when she got married nearly fifty years ago, she insisted on her husband taking her name, instead of her taking his. Hamlyn had always ruled Clovelly, as far back as anyone could remember, and she was resolved that Hamlyn should still continue to rule it. As his name was Gosling, one cannot help rejoicing that she insisted. You really couldn't have a Gosling as lord or lady of Clovelly, could you?

The one great principle to which all her thought and energies were bent was the preservation of Clovelly. She regarded it as almost

a sacred trust. She knew also that it was good business, for she was as shrewd and as hard-headed as a Bloomsbury landlady. When tempting offers were made to her to build a big hotel at Clovelly, and to turn her own lovely home, Clovelly Court, into a country club, she refused scornfully.

"The moment you spoil Clovelly, Clovelly is dead," she told them. "Take away the beauty of Clovelly, and the livelihood of my people is at an end."

"My people!" that's the way great ladies used to talk in olden times. And this was a great little lady of our day, and yet of olden times, too. No wonder Clovelly mourns, and the shutters are closed in the houses along the steep little village street, where the tiny donkeys go pattering up and down. For in Clovelly you ride a donkey or you walk. There is no other way.

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TORONTO, CANADA, DECEMBER 5, 1936

P. M. Richards,  
Financial Editor

## MORE ABOUT B. C.'S MARKETING BOARD MUDDLE

High-Handed Actions of Officials Cause Many Protests—Producers and Consumers Said to be Penalized, Consumption Restricted and Individual Initiative Destroyed

BY REECE H. HAGUE

PROBABLY the most amazing feature of British Columbia's compulsory marketing muddle was the indifference, until very recently, of the great mass of consumers towards Board control of production and distribution which was responsible for increasing the retail price of various essential commodities.

Perhaps the general public had been lulled by the propaganda of high pressure protagonists of controlled marketing into a belief that the legislatively created Boards were in actuality conferring a benefit upon humanity; possibly they really allowed themselves to be convinced that the Boards were making life a little easier for the hard-pressed producers and consequently it was not up to them to complain because their weekly food bills showed an increase.

Wholesale vegetable brokers and trucking companies who found themselves unable to buy or haul produce and with thousands of dollars' investment in equipment and trucks lying idle, were the first to suffer as a result of the activities of the Coast Vegetable Marketing Board.

The three man Board which was empowered to control the marketing of vegetables in the lower mainland of B.C. appointed as its agent to handle sales, Mr. George H. Snow, who, it subsequently transpired, had loaned the Board money with which to open its offices. Mr. Snow, it may be recalled, was manager of Mutual Brokers Limited, which company and its agents were in 1926 fined \$200,000 in the Supreme Court of British Columbia for "conspiracy" in connection with dealings in fruit and vegetables.

Until the Supreme Court of Canada declared the Dominion Natural Products Marketing Board invalid, the Coast Marketing Board's agent controlled not only local but export sales of B.C. lower mainland vegetables. Brokers were not only precluded from buying direct from producers but often experienced considerable difficulty in purchasing from the Boards and securing licenses to ship.

One large and reputable vegetable shipping brokerage firm which had been in business in Vancouver for 20 years, which dealt only with licensed wholesalers at all points on the prairies and had never had the slightest trouble with the authorities, had orders from the prairies during the shipping season for mixed cars of vegetables. This firm was refused a license to ship tomatoes by C. H. Snow, who in addition to being agent for the Vegetable

Board had been appointed agent for a separate Tomato and Cucumber Growers' Board. Prairie jobbers required tomatoes in each mixed car. The head of the firm went to G. H. Snow and offered to handle tomatoes for nothing in order to get the mixed cars moving. Snow refused the request and the firm in question lost the business which presumably went to Snow. A later request for a license to handle hot-

(Continued on Page 43)



GOVERNMENT CONTROL IN BRITISH COLUMBIA

## NO BIG DECLINE IN GOLD STOCKS LIKELY SOON

Bullish Factors Probably Outweigh the Bearish—Mining Industry is Making Rapid Strides and Individual Companies Are on Much More Stable Basis than Formerly

BY PAUL CARLISS

TOWARD the end of 1934, when the index of 20 Canadian gold stocks stood close to the all-time high of 140 (1926=100) SATURDAY NIGHT published an article by Mr. Carliss entitled "Will Gold Stock Prices Go Lower?" in which the author pointed out the possibility of a reversal in the market trend for the senior gold stocks. This prediction was fulfilled by the subsequent action of the market—the index falling to 104.5 by August of 1935. Since that date a rising market has carried the index back to 130. What is the present outlook for gold stocks? Mr. Carliss gives our readers a summary of the important factors involved.

IT IS believed by many shrewd observers of the stock market that "the cream is off the gold stocks". After several years of prominence the popularity of the "precious metal" shares is said to be waning; "sell and get into the industrials" seems to be the pass-word of the so-called "insiders".

The cause of this pessimism is to be found in the belief that the golds advance when the industrials decline—and vice versa. The argument is briefly this: when industrial profits are declining during a period of falling commodity prices the relative value of gold is enhanced and gold stocks are in demand; when other prices are rising, gold loses this relative advantage and so gold stocks normally decline; also, falling commodity prices mean lower operating costs for the mines and rising prices mean higher costs. "All in all now is a good time to get out"—so they say.

If we examine this theory it must be admitted that gold stocks have at any rate enjoyed an extended advance. While current prices are still below the high level reached in 1934, the market rose steadily from the end of 1929 (when the index of 20 gold stocks stood at 54.3 (1926=100)) to November, 1934, when a high of 140 was reached. Such an advance in itself would suggest a cautious attitude toward the market; but the question is are gold stock prices today above or below their intrinsic worth having regard to the greatly improved position of the industry and also having in mind the various possibilities which may arise to affect the present favorable position of the gold mines?

To answer the first proposition, viz. are gold stocks worth their present price, it may be sufficient to point out that while the index of these shares (average of 20 gold companies) was appreciating by almost 300 per cent. from 1929 to 1936, the value of gold production increased by almost exactly the same percentage, that is, from \$39,861,663 in 1929 to \$115,595,279 in 1935. Assuming that a record high value of \$130,000,000 will be reached in 1936 it may be said that production has actually outstripped the market. This is of course

not a strictly correct comparison as the production figure includes the output of considerably more than 20 mines; but as the 20 largest mines account for nearly 90 per cent. of the total production the inference gathered is a relatively safe one.

With regard to possible unfavorable developments from without the industry—developments which may alter the present happy position of gold-producing companies, no definite assurance can be given. In the first place, of course, is the all-important question of the price of gold. For some time it has been believed, on the one hand, that the present price of \$35 will be raised to \$41 or thereabouts; on the other hand the opinion has been expressed in responsible quarters that a lower price than now prevails will eventually be decided on.

IT IS entirely a matter of currency stabilization. At what level will the leading governments agree to peg their currencies? It was to some extent the fear of pending currency stabilization that prompted this writer, two years ago, to advise caution with respect to gold stocks. For it has long been the opinion of leading economists that when the stabilization of currencies took place the peak for gold stocks would have been reached.

And yet just recently we have witnessed temporary, if not permanent, stabilization of currencies and the demand for gold stocks continues unabated.

Currency stabilization is a threat to profitable gold-mining because it places a limit to the price of gold while at the same time paving the way for improved trade and rising commodity prices—factors which will adversely affect the value of gold stocks. And yet does the kind of currency accord which has been reached—and which is likely to be reached in

the near future—prevent a higher price for gold? The views expressed by Neville Chamberlain, Chancellor of the British Exchequer, and other prominent statesmen rather imply that the present agreement is simply a test to discover the proper level for stabilization, and that a permanent agreement will be drawn up later.

No one can foretell accurately what place gold will have in the next era of international finance. There are those, including Major Angus, the well-known writer on economic problems, who believe that gold may very well lose its importance as a currency base and may gradually therefore lose its present high value. There are others who expect to see a lower price for gold now that France has at last abandoned the gold standard. If all countries abandon the old gold standard, what advantage, they say, will any one country or group of countries receive by devalued currency? Why not all go back to the original starting point?

In the midst of this conjecturing as to the future it is important to keep one fact firmly in mind—and that is this: during the 700 years that gold has been used as a standard of value its price has risen steadily—doubling in value every two or three hundred years. It would appear that the debts of mankind increase more quickly than they can be liquidated, so that currency devaluation is a periodic necessity.

Then we come to the question of rising costs. A few months ago Professor Edwin W. Kemmerer of Princeton University, stated in an article on "The Return to Gold", that in the United States it may reasonably be expected that the cost of living will more than double in the years immediately ahead.

(Continued on Page 45)

## BUSINESS AND MARKET FORECAST

BY HARUSPEX

THE PRIMARY OR LONG TERM TREND of stock prices and of business has been upward since July 1932. Nothing in the action of the market has yet occurred to signal any change in this trend.

THE SECONDARY OR MONTH TO MONTH TREND is indeterminate. The Rail averages since they made their top of 59.89 on October 14 have been out of gear with the Industrial averages, thus indicating a state of uncertainty in the minds of investors and speculators. Until the Industrial averages move up and through their November 17 high of 184.90, and the Rails likewise and jointly accompany them through their October 14 high of 59.89, the market may be considered hazardous for either investors or speculators. If on the other hand the Industrials with volume penetrate their low of November 23, 178.62 on the downward side, and the Rails accompany them through their November 23 low of 54.73, then it may well be assumed that the long upward rise from March 1935 is due for a substantial interruption and correction.

MARKET POSITION. Investors with new funds, or those who have followed the advice of this column and have reduced their holdings should be about in the following (Continued on Page 46)

DOW JONES AVERAGES—NEW YORK STOCK MARKET			
	Industrials	Rails	
A—Bull Market started	July 8 32	July 3 32	13.21
B—Last Important High Point	Nov. 14 36	Oct. 14 36	59.89
C—Last Important Low Point	Nov. 23 36	Nov. 23 36	54.73
D—Closing Prices	Nov. 28 36	Nov. 28 36	54.73



THOUGH we are personally a friendly, peaceable soul and hate to quarrel with anyone, we feel we cannot allow to go unchallenged some statements by the Financial Editor of the Toronto Daily Star last week, the Star having many readers and the statements in question apparently being calculated to make their mental "confusion worse confounded." In an editorial entitled "Roosevelt's Biggest Job," Mr. Housser indicated that this biggest job is that of forcing U. S. manufacturers to do the right thing and employ all the country's unemployed. Coupled with this was the dark suggestion that if the manufacturers don't do their full duty in this respect (what Mr. Housser conceives to be their duty), President Roosevelt will take a big stick in hand and make them wish they had been more accommodating. Nonsense, Mr. Housser! No one, unless perhaps yourself and your readers, thinks that U. S. manufacturers can possibly employ all the unemployed, since in the period of greatest production and activity the manufacturers did not employ more than quite a minor proportion of the country's gainfully employed.

YET Mr. Housser quotes Mr. C. M. Chester, president of the U. S. National Association of Manufacturers, as saying that "Employment within private enterprise can be the only American answer to unemployment," and proceeds from this to say that the association, at its annual convention, is expected to acknowledge the responsibility of the manufacturing industry for absorbing the "still mighty army of unemployed." We imagine this will surprise the association. We would ask Mr. Housser if the manufacturers can reasonably be expected to provide employment for all the unemployed barbers, bootblacks, store clerks, bank clerks, street car conductors, policemen, bell-boys, garage mechanics, janitors, aviators, farm hands, teachers, lawyers and the members of a hundred and one other occupations that are not a part of the manufacturing industry?

THEN Mr. Housser, in the same editorial, goes after the Editor of the Financial Chronicle. He quotes the latter as saying "One would suppose from what the President and his associates have been saying that the enlightened business man ran his affairs, or should run his business, as if it were an eleemosynary institution, or perhaps a bond-selling project designed to provide jobs for those who are out of work," also that under the profit system business is operated only for profit. Mr. Housser lifts his hands in horror at this, calling it a "hard-boiled" viewpoint, and proceeds to say that "Roosevelt, before he gets through, may have to ask himself whether in asking industry to absorb the unemployed, he is not asking it to do something for which it is not primarily designed. It was primarily designed," goes on the Star, "to earn profits, and labor-saving machinery, which creates unemployment, has been one of the greatest factors in accomplishing that end." This is an amazing attitude, it seems to us, to be held by the Financial Editor of one of Canada's largest daily newspapers.

OF COURSE business is operated for profit! What else would it be operated for in a free country? Business is the operation of selling, or making and selling, at a price above cost—that is, at a profit. And in spite of all the patter about the evils of profits, no method has yet been devised by which business can be continuously conducted at a loss. Many have fooled themselves into believing that the government can, through various devices, shoulder losses. But government funds must eventually come from taxation, and, unless income in general is larger than outgo, there can be nothing to tax. And of course industry is not primarily designed to absorb the unemployed! The aim of industry is to produce the largest amount of goods and services at the lowest possible cost, and to make those goods and services available to an ever-growing number of users through progressive reductions in prices or by giving more for the money. Labor-saving machinery which increases the efficiency, lowers the cost and raises the output of industry is the chief means to this end, which means the progressive raising of the living standards of the masses. If Mr. Housser doubts this, let him compare the living standards of workers today with those of twenty-five years ago.

AND does labor-saving machinery create unemployment, as Mr. Housser asserts so positively? It does not, except for some transitional unemployment. The truth (which Mr. Housser either knows or can easily ascertain) is that through the multiplication of goods available and the reduction of their cost, the real incomes of laborers as well as of the rest of the consuming public are raised. During the fifty years from 1880 to 1930, when a great many labor-saving devices of all kinds were being introduced, the percentage of the U. S. population gainfully employed did not decline, but actually increased from slightly less than 35 per cent. in 1880 to approximately 40 per cent. in 1930. And the long-term trend of employment is still upward despite the temporary decline since 1930. Check up on these facts, Mr. Housser; a good editor should be particularly careful not to misrepresent in times like these.



## Transportation



The property of Empress Consolidated Gold Mines, upon which important development and exploratory work is now in progress, lies six miles from Jackfish station on the C.P.R. main line. The Trans-Canada Highway traverses the property.

Complete information concerning this operation available upon request.

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### NOTICE OF DIVIDEND

A dividend of one and one-half per cent (1.50%) has been declared payable on the 15th day of January, 1937, to shareholders of record at the close of business on the 23rd of December, 1936.

F. G. WEBBER,  
Secretary,  
Montreal, November 25th, 1936.

### DIVIDEND NOTICE

**HIRAM WALKER-GOODERHAM & WORTS LIMITED**

### DIVIDEND NO. 40

A quarterly dividend of 25¢ a share has been declared on the outstanding no par value Cumulative Dividend Redeemable Preferred Stock of this company, payable Tuesday, December 15, 1936 to shareholders of record at the close of business on November 20.

### DIVIDEND NO. 41

A quarterly dividend of 50¢ a share has been declared on the outstanding no par value Common Stock of this company, payable Tuesday, December 15, 1936 to shareholders of record at the close of business November 20.

By Order of the Board,  
**FLETCHER BLAIR,**  
Secretary

Warkville, Canada  
November 6, 1936



Notice is hereby given that a dividend of thirty cents per share on the No Par Value Common Stock of Canada Bud Breweries Limited has been declared payable on the 15th day of January, 1937, to shareholders of record at the close of business on the 23rd day of December, 1936.

By Order of Board of Directors,  
**E. J. KAY,**  
Secretary-Treasurer  
November 27th, 1936

## POWER CORPORATION OF CANADA

### Common Dividend No. 11

A five Cents (5¢) per share has been declared on the No Par Value COMMON STOCK of Power Corporation of Canada Limited, payable Tuesday, December 23rd, 1936, to shareholders of record at the close of business on December 15th, 1936.

By Order of the Board,  
**L. C. HASKELL,**  
Secretary,  
Montreal, November 27th, 1936.

## CHARTERED TRUST AND EXECUTOR COMPANY

Notice is hereby given that a dividend of 1% has been declared on the paid-up Capital Stock of Chartered Trust and Executor Company for the quarter ending December 31st, 1936, payable January 2, 1937, to shareholders of record at the close of business December 15, 1936.

BY ORDER OF THE BOARD,  
**F. W. McNEILL,**  
Secretary.

Dated at Toronto,  
November 26, 1936.

# GOLD & DROSS

It is recommended that answers to inquiries in this department be read in conjunction with the Business and Market Forecast appearing on the first page of this section.

## SILVERWOODS PREFERRED

Editor, Gold & Dross:

I would be very grateful to you for some advice on Silverwoods Dairies. Do you consider the preferred stock of this company to be a safe investment? I own some of it but I am not familiar with what the company has been doing lately. I understand there was some sort of a reorganization which improved the outlook and I hear, too, that the company has been doing better. Your comments will be very helpful to me.

—B. C. R., Pickering, Ont.

Silverwoods Dairies preferred is not quite in the "safe investment" class, as will be gathered from the fact that the shares are currently quoted at \$54 bid by A. J. Pattison, Jr., and Company, Toronto, unlisted security dealers. With the rest of the dairy industry, Silverwoods suffered severely from the effect of the depression, and this and the necessity of a special bank loan of \$125,000 to aid in the purchase of Willard's Chocolates Toronto plant, resulted in a suspension of dividends on the old preferred stock after April, 1935. This loan was paid off in November, 1935.

The capital reorganization approved early in 1936 and new financing subsequently carried out has improved the company's position through consolidation of subsidiaries into one operating unit, the funding of maturing obligations, the building up of working capital, and hastening of the time when preferred dividends may be paid. Evidence of the financial improvement brought about by the reorganization is shown by the fact that as at March 30, 1936, giving effect to the reorganization and new financing, net working capital amounted to \$341,691 against an excess of current liabilities over current assets of \$37,247 in March, 1935.

Earnings for the current fiscal year to date are officially stated to have shown a "nice improvement" over results for the corresponding period of the previous year, in addition to which there are savings under the refinancing. In short, the company's position is improving and the shares appear to be worth holding. There has never been a very active market for the stock. As I have indicated, the issue is not listed on the exchange but the shares are dealt in by unlisted security dealers.

## BANKFIELD

Editor, Gold & Dross:

Please tell me how Bankfield Gold Mines is coming along and how big the new mill is to be. Have you heard anything about an amalgamation of Bankfield with a neighboring property? Do you think Bankfield stock has a fair chance?

E. N. C., Swift Current, Sask.

Yes, I think Bankfield shares have quite fair speculative possibilities, particularly as work continues to deeper horizons. A 100-ton mill is now being constructed and is expected to be in operation early in 1937. Ore reserves in the No. 2 ore body in the eastern section of the property are estimated at 65,000 tons to the 525-foot level, equivalent to two years' supply for the mill. Drilling into drift walls has added ore widths which will probably double the tonnage. The Bankfield zone extended into the adjoining Tombill property but new ore possibilities have been opened up as diamond drilling indicates that on strike and dip it comes back into the Bankfield property.

Drilling is now continuing from the 525-foot level and the west drift is being angled towards the north in the hope of picking up the vein at that horizon. The second hole cut 11 feet of ore similar in appearance to that in preceding hole which assayed \$24 across 6.5 feet, after cutting off high assays. The third hole showed low gold values. Reports that Bankfield and Tombill will amalgamate is unconfirmed although such a merger is possible.

## H. SIMON PREFERRED

Editor, Gold & Dross:

I have something to do with the tobacco trade and from my own experience and what I have read, I understand that business is picking up very nicely for H. Simon & Sons. If this can be confirmed, it seems to me that it would be a good opportunity to pick up some of the 7 per cent preferred stock of this company. Can you tell me something about this company's earnings in recent years and its financial position? I notice some reference to dividend arrears on the preferred but I was under the impression that these had been cleared off and that the full payment was being made. Your comments on the desirability of this stock would be appreciated.

—T. R. S., Montreal, Que.

I consider H. Simon preferred, which is however fairly closely held and outstanding in only a moderate amount, to be definitely attractive at current levels of 90. While there have been no official earnings figures issued for the current year, well-informed circles confirm your understanding that business for the company has been showing a definite upturn, and preferred dividend should be covered by a comfortable margin. The company is an important manufacturer of cigars, its plant has an annual capacity of 25,000,000, and it has naturally been benefitting by generally increased purchasing power, particularly in the luxury fields.

The reference to arrearages on the preferred is explained by the fact that in recent years the company has not been making quarterly payments but has been delaying distribution until full year's earnings returns were available. This is the more understandable, of course, when it is realized that seasonal effects are pronounced, the Christmas quarter accounting for a large proportion of total sales. Regular quarterly payments of \$1.75 were made from 1928 to September, 1932. Thereafter, \$5.25 was paid on March 1, 1934; \$10.50 on February 11, 1935 and \$7 on February 29, 1936. Dividends on the common have not been paid since December 1, 1931. In the year ended December 31, 1935, the company reported earnings of \$7.96 on the preferred and 10 cents on the common against \$10.05 and 33 cents in 1934; \$5.40 and a deficit of 24 cents in 1933; a deficit of \$1.02 and a deficit of \$1.23 in 1932; \$7.92 and 13 cents in 1931 and \$20.77 and \$2.51 in 1930, respectively. The peak year of 1929 showed per share of \$32.02 and \$5.07.

The decline in net last year, I understand, was

due to greatly increased advertising appropriations in connection with the introduction of new brands. This expenditure amounted to the equivalent of practically 50 cents per share on the common stock, but it was officially stated at the last annual meeting that, the new boards having been launched, advertising expenditures should be reduced to approximately 15 or 20 cents per share this year. The company has 30,050 no par value common shares outstanding. Despite the losses of the depression years this manufacturer has been able to maintain a very strong liquid position, the last balance sheet showing total current assets of \$519,005, including cash of \$4,286 and call loans of \$160,000 against total current liabilities of only \$27,869. Profit and loss surplus at the close of last year stood at \$117,899.

At the present season is sufficiently advanced for the company to be assured as to a satisfactory volume of holiday business, and I have no doubt that earnings should show moderate improvement. I believe that the preferred dividend requirement should be satisfactorily covered and that payment will be made in full. Regular distribution should be made in the years immediately ahead, given continuance of the present business trend.

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## ALBANY RIVER AND MONETA

Editor, Gold & Dross:

I would greatly value your opinion of Albany River and Moneta Porcupine, with a little information on each. I have been buying and selling stocks on your advice for several years now and have done pretty well, though I haven't had much money to work with. I think your column is good.

—R. J. P., Ottawa, Ont.

Thank you. In my opinion, Albany River has interesting possibilities. The property embraces some of the favorable rock formation of the Pickle Creek district, and is considered to have a good fighting chance of locating mineralization of value. It remains for underground work to determine whether the property does contain important orebodies, or not. The management is capable. The work has been carried down to 375 ft. in depth where lateral exploration is now under way.

Moneta Porcupine has indicated a rich body of ore through diamond drilling. Close to 500 ft. in length has so far been indicated. The gold content appears to be between \$20 and \$25 to the ton. The average width may be 12 feet or more, with one section of around 400 ft. long having an average width of 14 feet. The company is completely financed to equip the property with a mining plant capable of developing the property to the stage where production on an importance basis could be under taken. The capitalization is 3,000,000 shares, and with over 600,000 still in the treasury. Some preliminary estimates have been made by close observers, and the indications are that mill construction will be reasonable to expect late in 1937. Under the circumstances, the shares appear to be an interesting hold with good possibilities.

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## PIONEER GOLD OF B.C.

Editor, Gold & Dross:

Can you tell me the reason for the recent decline in the market value of Pioneer Gold Mines of B.C.? Is it due to a decrease in the rate of production, and if so, what do you think the prospects are for recovery?

—C. B. N., Westmount, Que.

The decline in the market value of Pioneer Gold Mines of B.C., Ltd., was attributable to a falling-off in production while the shaft was being deepened to the 26th level, or 3,200 feet from the collar of the shaft. During the opening of the new levels considerable of the mill feed is made up of development ore, which naturally dilutes values. Production declined from \$277,000 last January to a low of \$174,000 in October.

It is quite possible in the next year that the mine will get back into its old production stride, which would of course, have a reflection on the price of the stock. An official statement indicates results obtained to date have been quite satisfactory; the tonnage in the new area being explored so far, amounting to approximately 300,000 tons of ore averaging 40 ounces per ton. This combined with positive ore reserves above the 14th level of 297,000 tons of 50 ounce ore as at September 30, 1936, gives total reserve of approximately 600,000 tons averaging 45 ounces. A vigorous program is also proceeding in other parts of the property and there does not seem to be any reason why favorable conditions should not continue to depth.

In declaring the regular quarterly dividend of 20 cents a share payable on January 2, the directors made it clear that the future dividend policy is dependent on production, the intention being to maintain cash reserves. Production can be expected to remain at the rate of approximately \$170,000 a month for some time.

\*\*\*

## SARNIA BRIDGE

Editor, Gold & Dross:

I am the holder of some of the class "A" stock of the Sarnia Bridge Company and I notice that it is now selling at around 14 as compared with 6 earlier this year. Can you tell me if this means that the company is doing much better and is there any possibility of a dividend payment? I understand that the company has had a pretty tough time during the depression but I haven't any figures and I would appreciate some information. Do you think that I should take advantage of present prices to sell, even though this does mean quite a loss for me, or would it be worth my while eventually, if I hang on? Your advice will be greatly appreciated.

—K. T. S., Toronto, Ont.

I think that you would be wise to hold on to your Sarnia Bridge "A" stock. There isn't, in my opinion, much near-term chance of resumption of dividends, but I do think that a period of materially larger earnings should lie ahead of this company and others in the structural steel field. The general forward movement of business is now making itself distinctly felt in the field of the heavy industries and I believe that, as confidence increases, there will be some extensive improvement programs undertaken. You realize that during the depression, not only was new

## Individual Investment Requirements

It is the aim of this organization to make such investment suggestions as will best suit the specific requirements of individual clients.

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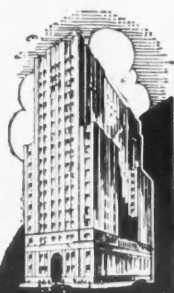
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# GOLD & DROSS

building eliminated, but often proper depreciation  
 was not provided which, together with the factor of  
 obsolescence, has built up a large back-log of demand.  
 Significant of today's trend is the recent announce-  
 ment by Ford of Canada of an expenditure of  
 \$1,700,000 on plant modernization and expansion.

While no official figures have been issued, it is not  
 believed that Sarnia Bridge's earnings during the  
 current year ending December 31 will show any major  
 improvement over 1935 results. The forward move-  
 ment of the market, therefore, is based more upon  
 expected future results than on any near-term  
 developments. Last year the company reported net  
 before depreciation of \$18,876 compared with a net  
 loss before depreciation of \$873 the year before.  
 After depreciation allowance of \$16,793 last year,  
 earnings were equivalent to 17 cents a share on the  
 \$2 class "A" stock. Dividend arrearages at the  
 present time amount to \$12 per share on this senior  
 security, the company being without funded debt.  
 Last dividend payment was made in January 1931.  
 Since 1929 the company has experienced a series of  
 deficits, the figures being: 1930, \$28,144; 1931,  
 \$12,032; 1932, \$32,432; 1933, \$22,259, and 1934 and  
 1935, as above.

The company's last balance sheet shows total  
 current assets of \$64,234, with cash at \$4,933, the  
 balance being inventory and accounts receivable,  
 against total current liabilities of \$10,719. Net work-  
 ing capital stood at \$53,515 against \$35,578 a year  
 earlier and equity per share on the class "A" stock  
 at \$31.28, a striking contrast with present low market  
 valuation. Bank loan, which had amounted to \$11,000  
 at the close of 1934, was eliminated last year. It seems  
 obvious, in view of the above figures, that directors  
 will first of all endeavor to strengthen the company's  
 position, with the result that there will be nothing in  
 the way of dividends available to shareholders. Next,  
 of course, the problem of class "A" arrearages must  
 be dealt with, but because of the nature of the com-  
 pany's operations, one or two good-sized orders could  
 change the outlook overnight. It seems to me that  
 Sarnia Bridge should be certain to obtain a fair pro-  
 portion of the anticipated business now developing.  
 I think, therefore, that the class "A" stock is dis-  
 tinctly attractive as a speculation for those to whom  
 immediate income is not a matter of moment.

## POTPOURRI

*S. M., Montreal, Que.* I think you were laboring under  
 misapprehensions when you bought MONTREAL POWER  
 3 per cent. convertible debentures in the hope of any great  
 appreciation. While I regard these debentures as definitely  
 attractive (they are convertible into no par value common  
 stock at any time to July 1, 1937, on the basis of one  
 common share for each \$50 principal amount of debenture)  
 they are also subject to redemption at the company's  
 option after July 1, 1937, at \$50. This redemption clause,  
 as you can see, definitely limits appreciation for the  
 debentures.

*A. H. G., Toronto, Ont.* HENNING MALONEY,  
 according to officials, has secured encouraging assays as a  
 result of an extensive campaign of surface work, and the  
 view is expressed that the property is now in shape for  
 diamond drilling to explore the veins at depth. Officials  
 report a length of 900 ft. and values of \$9 per ton over a  
 width of nine feet. In event of these values being secured  
 under actual development, the enterprise would hold con-  
 siderable promise. The property is in Northern Manitoba.

*P. J., Toronto, Ont.* Certainly should predictions made  
 concerning the company's United States operations prove  
 to be as officially outlined, it will be quite reasonable to  
 expect increased distribution on B.A. OIL common.

*H. G. M., Palmerston, Ont.* RENO had a net profit of  
 \$289,000 during the year ended June 30. The company has  
 1,866,300 shares issued. The net was at the rate of 15.8  
 cents per share annually. The mine is in a reasonably  
 strong physical condition. The shares at current quotations  
 are a reasonable hold for dividend returns. SISCO has  
 been producing at an average rate of \$206,000 per month  
 during recent months. The ore is yielding about \$14 per  
 ton and a high rate of net profit prevails. The mine con-  
 tinues to grow physically, and a good future is indicated.  
 The company has 1,670,000 shares issued and regular  
 dividends of five cents per share quarterly are being paid.  
 The yield is not high at present, but with the mine con-  
 tinuing to grow and with the treasury surplus increasing,  
 I consider the shares attractive.

*J. R., Huron, Ont.* The 6 per cent. preferred stock of  
 A. J. FREEMAN LIMITED, of Ottawa, is currently selling  
 at 37½, as against prices of 60 earlier this year. This  
 decline in price is directly due to the announcement of  
 the president that since in recent years the dividend had  
 been paid out of surplus, and had not been earned, that  
 there would be no further dividend payments until the  
 full year's operating results had been determined. In the  
 11 month period ended December 31, 1935, the company  
 reported net income of \$1,620, equivalent to 18 cents per  
 share on the preferred, as against \$19,069 in the year  
 ended December 31, 1934, equivalent to \$2.12 per share on  
 the preferred. Reports were not issued for the years 1931  
 to 1934, but in 1930 earnings had amounted to \$27.24 per  
 share on the preferred. The balance sheet showed total

current assets of \$1,866,295, composed chiefly, however, of  
 accounts receivable and inventories. Against this current  
 liabilities were \$959,162 and net working capital \$907,133.  
 A bank loan at the close of last year stood at \$714,000 as  
 against \$590,000 a year earlier. The company, although it  
 operates the largest department store in Ottawa, was, as  
 you can see by the figures, severely affected by the de-  
 pression. Retail sales are now, however, trending sharply  
 upward, and I see no reason why this company should not  
 benefit. I would anticipate that the 1936 report should  
 show material improvement and I think, therefore,  
 until these figures make their appearance, that you would  
 be warranted in retaining your preferred stock.

*S. P., Montreal, Que.* MID-KIRK MINES is a new  
 venture in the Kirkland Lake district, with property situ-  
 ated south of the break on which the producing mines are  
 located. Various efforts have been made to the north and  
 south of the main break, but without success. The main  
 break has a strike more or less east and west. The plan  
 of Mid-Kirk is to carry on surface trenching preparatory  
 to doing some diamond drilling.

*R. J., Toronto, Ont.* The 5 per cent. first mortgage  
 bonds of CALGARY POWER are currently quoted at 97  
 to 100. In my opinion these bonds can be safely held. You  
 are aware, of course, that this company, which operates in  
 Western Canada, also controls Ottawa Valley Power and  
 that since cancellation of the Quebec power contracts by  
 the Ontario Government, no revenue has been received  
 from Ottawa Valley Power. This latter company is cur-  
 rently contesting the validity of the Ontario legislation  
 and the matter is before the courts. Nevertheless, on the  
 basis of Western operations alone Calgary Power is con-  
 sidered competent to cover bond interest requirements by  
 a satisfactory margin. For example, in the year ended  
 December 31, 1935, the company earned fixed charges 1.73  
 times, and in addition earned \$7.87 per share on its 6 per  
 cent. preferred stock. I am informed, as well, that during  
 the current year earnings have been showing an upturn.

*R. C., Calgary, Alta.* McWATERS has met with  
 results which have caused a lot of worry among the share-  
 holders. The directorate of the company and the manage-  
 ment of the mine has been aggressive and capable, but so  
 far their best efforts have failed to locate the downward  
 continuity of rich ore which near surface has given the  
 mine substantial production. Work is still in progress in  
 exploring lower horizons and there is still a chance of  
 finding other deposits. Further work will alone tell the  
 story.

*C. L., Vermilion, Alta.* TRANS-CANADA SHARES is  
 sponsored by reliable men and has a very well chosen  
 portfolio. Naturally it has benefited from larger distri-  
 bution by the companies whose securities it holds, and  
 also from the general advance in security prices. I think  
 that an investor purchasing these shares would, in all  
 probability, obtain satisfactory income together with a  
 share in any further general appreciation of security  
 prices.

*K. J. A., Toronto, Ont.* MYLAMAQUE is a gold pros-  
 pect situated near the Lanauque mine in Quebec. A small  
 part of the Mylamaque adjoins Lanauque. Two diamond  
 drills are at work and officials report good values in a  
 diamond drill core recently drawn. Salesmen were re-  
 cently reported to have claimed that the ore from Lanauque  
 would dip into Mylamaque and this aroused some adverse  
 comment in mining circles. However, the property of  
 Mylamaque has interesting possibilities and merits an  
 aggressive exploration campaign in an effort to learn  
 whether it has economic deposits, or not.

*W. G., Kingston, Ont.* MAXSFELD THEATRE  
 COMPANY LIMITED, 7 per cent. preferred stock is  
 currently quoted at \$30 bid, \$32 asked. The reason for  
 this, of course, is that no dividends have been paid on the  
 preferred since July 31, 1932. Last year the company  
 reported net earnings of \$15,453, but after depreciation  
 allowance of \$16,582, there was a net deficit of \$1,129. In  
 the previous year the deficit after depreciation was \$22,738,  
 and in 1933 \$17,656. Surplus, at the close of 1935, was  
 reduced to \$182,570. The balance sheet showed total  
 current assets of \$96,757, including cash of \$62,300 and  
 Dominion bonds of \$34,457. Total current liabilities were  
 \$10,065. The company, which is controlled by Famous  
 Players Canadian Corporation, and which operates Loew's  
 Theatre in Montreal, should benefit from the general  
 upturn in business conditions, but whether or not earnings  
 will rise in the near term to a point to permit resumption  
 of distribution on the preferred, I cannot say. In view  
 of the general trend, however, I think you might be well  
 advised to hold until 1936 figures are available, rather  
 than selling at current low levels.

*H. A. P., Toronto, Ont.* Shares of TECK HUGHES and  
 WRIGHT HARGREAVES are more attractive from the  
 viewpoint of dividend returns than for speculation in the  
 hope of market activity. KIRKLAND LAKE fluctuates  
 considerably due to the fact that trend of current devel-  
 opments quickly reflects itself on a mine with only moderate  
 ore reserves. From the point of view of dividends, LAKE  
 SHORE yields a high return, with dividends of \$4 per  
 share annually.

*W. R., Toronto, Ont.* ELECTROLUX CORPORATION  
 recently announced an extra dividend of 30 cents a share,  
 in addition to the regular quarterly dividend of 40 cents a  
 share, payable December 15 to holders of record November  
 14, 1936. Previously there had been three extra payments  
 of 10 cents a share, in addition to the regular dividends,  
 so that total distribution for 1936 will be \$2.00 a share. I  
 regard the stock as attractive at current levels. In the  
 year ended December 31, 1935, the company reported  
 earnings of \$2.27 a share and for the nine months period  
 ended September 30, 1936, earnings of \$1.77 a share as  
 against \$1.61 for the corresponding period of 1935. The  
 company is in a sound financial position, total current  
 assets being \$6,403,623, made up chiefly of inventory and  
 accounts receivable, but including \$832,294 of cash, against  
 total current liabilities of \$2,039,731. Profit and loss  
 surplus at the close of last year stood at \$2,822,091.

## B.C.'S MARKETING BOARD MUDDLE

(Continued from page 41)

house tomatoes and cucumbers was also refused; the applicant broker be-  
 ing told that G. H. Snow Limited was  
 shipping hothouse tomatoes and cu-  
 cumbers.

FARMERS themselves who had fre-  
 quently done their own hauling of  
 produce to market and whose invest-  
 ment in hauling equipment represent-  
 ed a considerable sum, were obliged  
 by the Board to pay hauling charges  
 to trucking companies licensed by the  
 Board and only a select few trucking  
 companies were provided with these  
 licenses.

Following is a copy of a letter sent  
 to all government-licensed truckers in  
 Richmond, the centre of one of the  
 principal coastal potato growing  
 areas.

Vancouver, B.C.,  
 January 15, 1936.

Dear Sir:

This is to inform you that the Board  
 has given a contract for the hauling  
 of potatoes from the Richmond Dis-  
 trict to the Richmond Trucking Com-  
 pany and all other truckers' permits  
 have been cancelled. We will, there-  
 fore, be pleased to have you turn in  
 the permit that has been issued to you.

The police on the bridges are being  
 notified that the Richmond Trucking  
 Company are the only licensed com-  
 mercial truckers by the Board.

Trusting that you will govern your-

self accordingly.

Yours truly,

B.C. Coast Vegetable Marketing  
 Board

A. PETERSON, Secretary

Mr. Peterson, it may be remarked  
 in passing, graduated from a small  
 town store to farming. His compan-  
 ions on the Board are Messrs. Leslie  
 Gilmore (chairman), a Lulu Island  
 farmer, and Col. A. W. McLellan, who  
 operated a potato board in 1929-30  
 which failed.

Naturally brokers and trucking com-  
 panies complained bitterly about the  
 unfair and autocratic treatment meted  
 out to them by the Board and its al-  
 powerful agent; but they represented  
 a very small minority in the Coastal  
 population and their protests and  
 shouts of anguish were drowned out  
 by the elation assurances of univer-  
 sity professors and others intent upon  
 convincing British Columbians that  
 marketing control was the greatest  
 thing that had ever happened on the  
 Pacific Coast.

Farmers themselves are not as a  
 general rule a particularly articulate  
 class. They become accustomed to ac-  
 cepting the vicissitudes of life philo-  
 sophically and the vagaries of govern-  
 ments with a degree of stoicism. Many  
 B.C. farmers, while not enamored of  
 being treated like half-witted children  
 who cannot be trusted with pocket  
 knives and objecting to having the  
 handling of their produce taken entire-  
 ly out of their own hands, decided that

compulsory marketing was just one  
 more cross which the long-suffering  
 agriculturist was destined to bear, and  
 marketing control had been in exist-  
 ence for some months before any  
 concerted chorus of complaint was heard  
 from the agricultural element.

At the formation of the potato con-  
 trol scheme it was stated that \$1  
 a ton levy from the farmers would  
 be sufficient to cover administration  
 costs. This amount was soon increas-  
 ed to \$2, but the farmers were used to  
 having everything from land taxes to  
 gasoline taxes jumped on them and  
 bore up well under the bad news. For  
 a farmer raising ten tons of potatoes  
 to the acre it meant an extra levy  
 of \$20 a ton against his land and while  
 this did seem a lot, the farmers  
 thought that perhaps if they were  
 lucky they might get that much extra  
 for their vegetables through the efforts  
 of the Board.

It was when payments for vegeta-  
 bles began to come in during the  
 1936 season that the producers com-  
 menced to become really perturbed  
 and an organization called the Fed-  
 erated Coast Growers Association  
 formed for the purpose of promoting  
 the interests of the primary producer,  
 passed a resolution condemning com-  
 pulsory marketing on the ground that  
 it "restricts consumption, destroys in-  
 dividual initiative and effort, in ad-  
 dition to taking away from the producer  
 any freedom and choice in the dis-  
 (Continued on page 48)

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Our latest Review and Bond List contains a  
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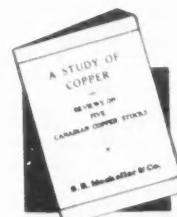
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 prove extremely interesting.

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# Concerning Insurance HEALTH INSURANCE

Limitations of Government Health Insurance Schemes  
Emphasize Need of Private Insurance Coverage

BY GEORGE GILBERT

IN TIMES of unemployment and low salaries and wages, it is natural that various schemes of social insurance should be put forward as a panacea, with the state in the role of insurer and bearing a large part, if not all, of the cost. Among these is the movement now under way for the establishment of a system of compulsory health insurance in Ontario and other Provinces. Those who advocate this form of state insurance often point to the successful operation of national health insurance in Great Britain and to the benefits derived from it by the people generally.

It should not be overlooked, however, that the insurance provided under the British system is definitely limited in scope and in kind, both as regards the persons insured and benefits furnished, and does not take the place, or is not meant to take the place, of voluntary insurance. Referring to this system of national health insurance, Dr. Walter Kinross, Controller of the Insurance Department of the British Ministry of Labor, made the following statement in his evidence before the Royal Commission on Unemployment Insurance: "The rates of benefit under the state scheme of national health insurance were originally based and have been consistently kept at a level not designed to cover the full needs of all types of insured persons during periods of sickness, but to leave a margin which could be supplied by voluntary insurance... and thus to encourage thrift, self-help and independent provision."

Under the British scheme, the normal benefits provided are medical treatment and cash payments during sickness, disablement and maternity, while additional benefits are granted in certain cases out of surplus funds found to be available for that purpose after a valuation. The most important of such benefits are dental and ophthalmic services and convalescent home treatment, and the provision of surgical appliances.

TO ENTITLE the insured employee to these benefits, the weekly contribution required from him or her is fixed in the case of men and 4d. in the case of women, while the employer is required to contribute 12d. weekly for each insured employee. The government contributes one-seventh of the cost of the insurance in the case of men and one-fifth of the cost in the case of women.

Under this scheme, the cash sick-

ness benefit is payable for a maximum of twenty-six weeks from the fourth day of illness, and consists of the payment of fifteen shillings a week to men, twelve shillings a week to single women, and ten shillings a week to married women. The disablement benefit is payable for the remainder of the illness up to age sixty-five, and consists of the payment of seven shillings, six pence, a week to men, six shillings a week to single women, and five shillings a week to married women. The cash maternity benefit is forty shillings.

When the British scheme was established in 1912, it was recognized by Lloyd George and the Government that it would be of great advantage if the bold organizations of the industrial life insurance companies could be utilized, with their 80,000 agents having ready access to the homes of the people coming within the scope of the Act.

In order to assist the Government in carrying out the provisions of the Act, the industrial companies formed what are known as approved societies, and it is largely due to the efforts of these industrial approved societies that British national health insurance has been maintained in such a sound condition. Administered by insurance experts, these societies have given sound professional advice to successive Governments, and this has had a lot to do with keeping the scheme from sinking into the deplorable condition of insolvency into which the Government unemployment insurance undertaking was allowed to drift.

ONE of the protective devices afforded the societies against unjust claims is the privilege of appeal to the Regional Medical Officer for a second medical opinion. In one year alone, out of 206,548 persons who were thus given a second examination, 61,575 were certified as being capable of work, making plain the need of such protection against improper claims.

Laxity in certification of claims by medical practitioners charged with this duty under the Act has been the cause of unduly heavy claim payments in the past, according to the statement of a representative of the societies, and several conferences have taken place with the object of securing closer co-operation between the practitioners and the societies. As a result, a material improvement has already been effected in the situation.



A. SAMOISSETTE, recently appointed General Manager for Canada of the General Casualty Insurance Company of Paris, France. He continues as Canadian Manager of the General Fire Insurance Company of Paris, the Phoenix Fire Insurance Company of Paris, and of the Svea Fire and Life Insurance Company, Limited, of Gothenburg, Sweden, and as Quebec Provincial Manager of the National Fire Insurance Company of Hartford.

It is taken for granted in some quarters that the present demand for state health insurance in Canada does not augur well for the future of private insurance business. But in Great Britain, where such insurance has been in effect for twenty-four years, the private insurance companies have continued to grow and prosper, and, in fact, were never in a better business and financial position than they are today, or more securely entrenched in the confidence of the public.

IT IS quite well recognized that the insurance furnished under the national health insurance scheme only partly meets the requirements of the people for health coverage. For example, those insured under the state scheme are roughly the wage-earners over 16 years of age, but all persons engaged in a non-manual occupation whose rate of remuneration is in excess of £250 a year are excluded, and this large section of the population must depend upon private insurance for their protection. That the benefits provided under the state health insurance scheme do not cover even the full needs of those insured under it may be gathered from the scale of benefits already dealt with in this article, so that there is a margin remaining in most cases to be taken care of by private insurance companies.

Exclusive of the cost of central administration, the operating cost of the British national health insurance scheme is about 12.5 per cent. of the total income from contributions. Sickness or disablement benefit is not payable for incapacity due to an accident or industrial disease for which the insured is entitled to compensation or damages, unless such compensation is less than the amount which ordinarily would have been payable, in which case the difference in the two amounts becomes payable.

It is of interest to note that as regards the sickness and disablement benefits, the groundwork upon which the financial structure of the British scheme rests is the experience of an old-established friendly society, the Manchester Unity of Odd Fellows, in the period of 1893-97, with certain necessary adjustments; and that this experience is still retained as the basis of the men's benefits, though the basis of the women's benefits is now drawn from the experience of a large sample of the female insured population in the year 1923.

### MONTH'S SALES OF LIFE INSURANCE IN CANADA

SALES of new ordinary life insurance in Canada and Newfoundland, exclusive of group insurance and of annuities and pension bonds, totalled over \$70,000,000 in October, according to returns compiled by the Life Insurance Sales Research Bureau and given out recently by the Canadian Life Insurance Officers' Association.

Features of the month's sales, which are based on returns from nineteen companies having 99 per cent. of the business in force, were the distinct improvement in business in both Saskatchewan and Alberta; the former being up over 38 per cent. and the latter 16 per cent., as compared with October 1935.

Detailed sales, by Provinces, were: British Columbia, \$2,216,000; Alberta, \$1,407,000; Saskatchewan, \$1,653,000; Manitoba, \$1,773,000; Ontario, \$12,208,000; Quebec, \$7,829,000; New Brunswick, \$728,000; Nova Scotia, \$1,124,000; Prince Edward Island, \$291,000; Newfoundland, \$253,000. Total, \$30,092,000.

### INSURANCE INQUIRIES

Editor, Concerning Insurance:

I would appreciate having your comments on the following insurance policy, taken with the Metropolitan Life Insurance Company.

Whole Life, paid up at age 55, for \$5,000.00, double indemnity; premium \$8.55 per month, taken at age of 23, Class A.

Would you explain this policy and also if possible tell me what amount of cash I could receive in 5, 10, 15 and 20 years. This policy was taken on October 1, 1936.

C.J.L. Timmins, Ont.

You have made a wise choice, both as regards policy and company, and I would advise you to maintain the policy in force. The cost of the protection is low to begin with, and will be further reduced by the annual dividends on the policy. You could still further reduce the cost by paying for

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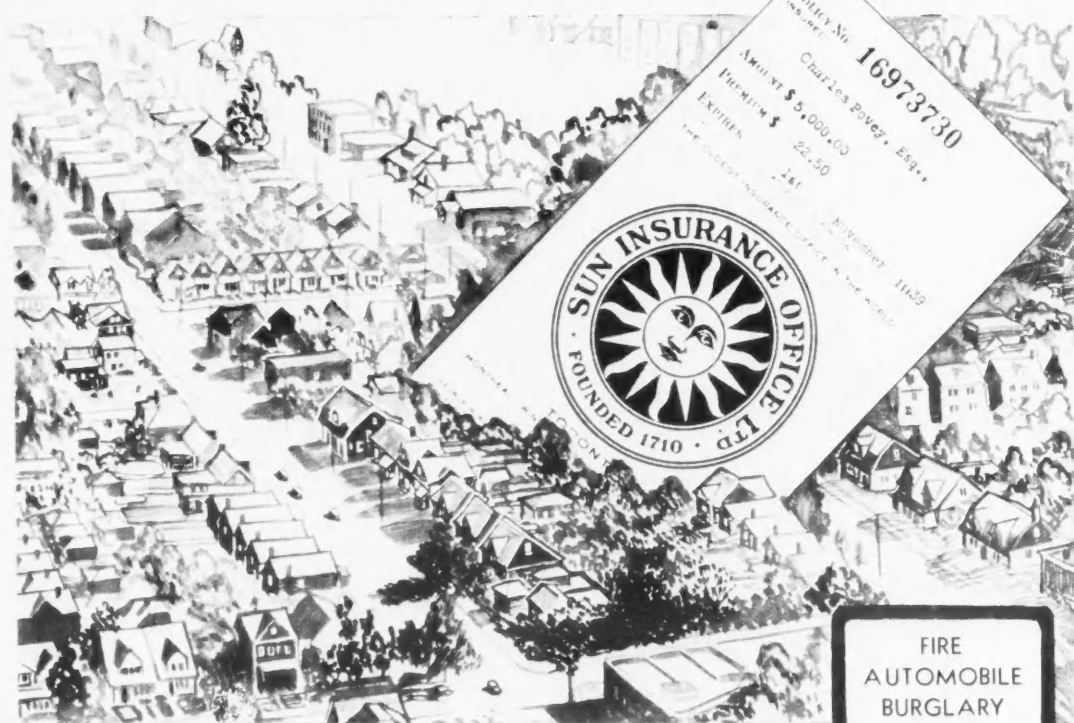
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For fire, automobile and various forms of casualty insurance, ask your agent to place your policies in the SUN... the oldest insurance office in the world.



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WELLINGTON FIRE INSURANCE COMPANY Established 1840	Assets \$ 1,153,307.00
FEDERAL FIRE INSURANCE COMPANY OF CANADA Established 1923	Assets \$ 917,035.00
CONSOLIDATED FIRE & CASUALTY INSURANCE CO. Established 1911	Assets \$ 777,039.36
MERCHANTS FIRE ASSURANCE CORP. OF NEW YORK Established 1910	Assets \$15,207,886.00
PACIFIC FIRE INSURANCE COMPANY Established 1851	Assets \$ 7,054,984.53
BANKERS & SHIPPERS INSURANCE COMPANY Established 1918	Assets \$ 6,267,186.12
NEW JERSEY INSURANCE COMPANY Established 1910	Assets \$ 3,936,205.56
MILLERS NATIONAL INSURANCE COMPANY Established 1865	Assets \$ 6,123,674.83
LUMBERMEN'S INSURANCE COMPANY Established 1873	Assets \$ 4,799,269.54
STANSTEAD & SHERBROOKE FIRE INSURANCE CO. Established 1835	Assets \$ 1,076,037.90
AMERICAN AUTOMOBILE INSURANCE COMPANY Established 1911	Assets \$14,214,585.53

## TORONTO REPRESENTATIVES

GORE DISTRICT FIRE INSURANCE COMPANY Established 1839	Assets \$ 2,255,321.04
ECONOMICAL FIRE INSURANCE COMPANY Established 1873	Assets \$ 2,145,519.58
FIRTH FIRE INSURANCE COMPANY Established 1863	Assets \$ 1,514,001.57
PROVINCIAL INSURANCE COMPANY, LIMITED Established 1903	Assets \$ 7,011,678.15
BRITISH OAK INSURANCE COMPANY, LIMITED Established 1908	Assets \$ 2,526,718.86

Applications for Agencies invited and brokerage lines solicited from agents requiring Non-Board facilities.  
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GEORGE H. GOODERHAM, President. A. W. EASTMURE, Managing Director.

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who are concerned in the welfare of their employees will be interested in one of the various group plans of disability insurance that we can provide.

Inquiries are invited.

## The DOMINION of CANADA GENERAL INSURANCE CO.

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Saskatoon  
Calgary  
Edmonton  
Kelowna  
Victoria  
Vancouver

Under the Northwestern Mutual plan, the annual surplus or profit is paid back to policyholders in the form of dividends. These amounted last year to \$1,098,428. Ask our nearest office for particulars.

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Non-Assessable Policies Assets \$6,000,000.



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"Canada's Largest Fire Mutual"

## The WAWANESA MUTUAL INSURANCE CO.

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Reliable Agents wanted in Districts not now Served.

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the policy by way of an annual premium instead of a monthly premium, the annual premium for the policy being \$95.55, and the monthly premium, \$8.55, as stated.

Your policy pays \$5,000 in the event of death from natural causes, and \$10,000 in the event of death from accident. The guaranteed cash value of the policy at the end of 5 years is \$160; at the end of 10 years, \$410; at the end of 15 years, \$695; and at the end of 20 years, \$1,075. At the end of 20 years, you can take a paid up policy for \$2,210, and have no further premiums to pay. In the event of death the amount payable would be increased by a mortuary dividend of \$220.

In the past, dividends on this form of policy have been particularly favorable, and there is good reason to expect that they will continue to be so in the future at the prevailing premium rates. Under the automatic extended term insurance provision in your policy, should you be unable to make further payments after the policy had been in force for 5 years, the policy would be kept in full force and effect for another 4 years without further payment on your part. If this should happen at the end of 20 years, the policy would be kept in force for another 20 years without further payments by you.

## Editor, Concerning Insurance:

The Universal Life Assurance and Annuity Co. of Winnipeg, Man., is offering its annuity policy holders (1902 to 1906 or 1908) three fully paid up shares in the Universal Life Assurance and Annuity Co. in exchange for each annuity held and in force at the present time. Each three shares are valued by the company at \$165. The company further agrees to pay to the annuity holders any sum that would be due them in 1942 in excess of the \$165 present price of the three shares of the company's stock. The fund held in trust for the annuity policy holders is to be divided among the surviving annuity holders in 1942. An annuity holder has to live till 1942 to share in this dividend.

1. What is the earning power of three shares valued at \$165 in the Universal Life Assurance and Annuity Co.?

2. Are there any liabilities or obligations attached to holding Life Assurance Company shares?

3. Could Universal Life Assurance and Annuity Company shares be sold and if so what could be obtained for each unit of three shares.

4. Do you consider this exchange a good move or would a person be better advised to hold their annuities?

R.G.D., Edmonton, Alta.

What you would receive if you exchanged your annuity contract for three shares of the capital stock of the Universal Life Assurance and Annuity Company of Winnipeg at the value mentioned, \$165, would be three shares of the par value of \$100 each, paid up to the extent of \$25 per share, leaving a liability to further call of \$75 per share, or \$225 in all. According to the share subscription blank of the company, the shares are being offered at \$120 a share, that is, at a premium of \$20 a share, with a first payment of \$55 on account of each share, \$25 being on capital account and \$30 being premium. That is, when you subscribe for one share and pay \$55, you have one share of the par value of \$100, with \$25 paid up, and with an uncalled liability of \$75.

When, as and if dividends are paid, they will be paid on the \$25 and not on the \$55, and the rate which would have to be paid on the \$25 in order to yield a satisfactory return on the \$55 is something which could not reasonably be expected for many years to come.

Therefore I would not advise exchanging annuity contracts for shares in the company on the basis referred to. Holders of the annuities of the period mentioned are well protected by the trust fund held for their benefit, and they would be well advised in my opinion to hold on to them. There is no market for the stock at present, so far as I know, and so I am unable to say what could be obtained for three shares. In 1934 a dividend of 5 per cent. on the paid up capital was distributed. In 1935 no dividend was paid.

## Editor, Concerning Insurance:

Several sources have told me semi-officially that the "Crown Life" is losing ground in as much as their agents' contracts are so attractive as to induce salesmen to write new business which lapses after the first year. Is there any basis for these statements? Can you advise me as to the lapse rate of this company and also as to their general financial setup?

As I am considering placing insurance with them, I would like these doubts cleared up first.

M. J. A., Halifax, N.S.

As the average lapse rate last year for all companies writing life insurance in Canada under Dominion country was 35.73 per cent. of the new business written, while the lapse rate of the Crown Life was 37.21 per cent.,

it is quite obvious that the lapse rate of the Crown Life is not out of line with that of other companies.

Commencing business in 1901, the Crown Life Insurance Company has made rapid progress. At the end of 1935 the total volume of insurance on its books was \$156,899,662.00. Its total admitted assets were \$23,669,128.00, while its total liabilities except capital amounted to \$22,345,097.00, showing a surplus as regards policyholders of \$1,324,031.00. As the paid-up capital amounted to \$229,627.00, there was thus a net surplus of \$1,094,334.00 over capital, policy reserves, provision for profits to policyholders, and all liabilities.

Its total income in 1935 was \$6,606,927.00, while its total disbursements were \$3,955,670.00, showing an excess of income over disbursements of \$2,651,257.00. Policyholders are amply protected, and the company is safe to insure with.

## AETNA LIFE DIVIDEND SCALE

THE directors of the Aetna Life Insurance Company have voted dividends to participating policyholders to be paid next year on the same scale as in 1935.

The rate of interest allowed in the Participating Department on the proceeds of policies left with the company and on dividend accumulations for all payments falling due in 1937 will be 3½ per cent., which is the rate allowed in 1936.

The same rate of interest of 3½ per cent. will be paid in the Non-Participating Department on funds held by the company.

## NO BIG DECLINE IN GOLD STOCKS

(Continued from page 41)

Such an advance in commodity prices, labor, etc., would unquestionably reduce the profits of gold-mining companies and would probably have the effect of slowing up gold production. This development would be particularly unfavorable if the price of gold, say for the next ten years, remained at a fixed level.

This is the gloomy side of the picture from the standpoint of the investor in gold shares. But there are several important considerations which should be weighed in the balance before anyone rushes into the market to liquidate all his or her holdings of such issues.

LET us enumerate a few reasons for believing that no serious deflation in the gold market is likely to develop in the near future.

1. First of all, as we have already mentioned, the gold mining industry in Canada is just coming into its real stride. As mentioned in last week's article 19 properties are now producing a million dollars in gold each year, with new additions to the list every month or two. One of the latest mines to enter the ranks of the "million-dollar producers" is said to be Central Patricia. Given a good price for gold and freedom from oppressive taxation (as is now enjoyed), there is every reason for expecting continued growth and the discovery of many new properties. In other words, the trend of the industry is definitely upwards and may more than offset certain of the unfavorable factors already mentioned.

2. The dividend return from an investment in gold stocks is decidedly attractive in comparison with other securities. This will attract more and more investment buying and tend to discourage selling.

3. Most of the senior gold companies are in reality holding companies or are setting up large reserves for a rainy day. Through their investments in newly developed properties and in other securities an important step has been taken toward a degree of stability that has not usually been associated with mining stocks in the past.

4. If the heavy expenditures for armaments are continued and heavy government deficits piled up year after year, a further writing down of our currencies will probably be inevitable. Result—a still higher price for gold.

5. In the event of a general European war gold would be in greater demand than ever and would probably command a higher price than prevails today. At any rate a claim on gold output is represented by gold stocks would likely be as safe an investment as could be made.

6. Many new gold mines are being brought into production and many more will follow in the next year or two. Such companies offer attractive opportunities for speculation regardless of the general outlook for gold itself.

7. Gold stocks during a time of depression have proved relatively stable and will be remembered for this quality when fear of another collapse becomes general.

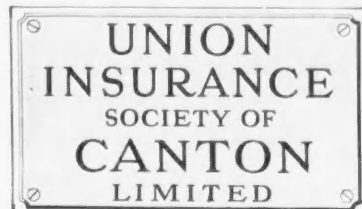
To sum up, we may say there are some very good arguments both for and against an investment of speculation in the gold stocks today. Having entirely understood the facts, however, it is reasonably clear that no sudden change in the status of these issues is probable. It is true that other forms of investment may prove more profitable in the next year or so but there is no fundamental reason why every portfolio should not hold an interest in one of our most important industries—an industry that is expanding at an unprecedented rate and which before long may take a place second to none in our national economy.

## TAKING CARE OF THE OLD MAN

ONE of the problems which many men will have to deal with some day has been aptly put in this way. Suppose your father should come to you several years from now and say: "Son, I am down and out. Will you take care of me?" If it would cost you only 50 cents a day for him, would you say: "No, I can't afford it?" Well, some day you are going to have an old man to take care of, and it won't be your father—it's going to be yourself. Why not invest 50 cents a day in a retirement income policy to take care of that old man?

1835 - 1936

As the Years Increase so does its Stability and Reliability



ASSETS: \$31,000,000.00

Head Office for Canada, TORONTO

COLIN E. SWORD, Manager for Canada J. W. BINNIE, Associate Manager, Montreal

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Residence Burglary Insurance

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100 Covered Reasonable Rates



When should Partnerships be dissolved?

It has been truly said that the ownership of stock in a corporation constitutes in effect a partnership in that particular business . . . when the stock is sold, the partnership is dissolved.

No business man in his senses would think of dissolving a partnership because it was making money, yet many individual investors do just that when they sell a stock to take a profit.

An important part of the services which we perform for our clients consists of advice on when and what to sell—as well as when and what to buy—from an investment not a speculative viewpoint. There are many reasons why we sometimes advise the sale of certain stocks but the existence of a paper profit in itself is rarely one of them.

We will be glad to send you a copy of our booklet: "The Management of Your Investments".

HODGSON, ROBERTSON & COMPANY

Investment Counsel  
437 ST. JAMES ST., WEST, MONTREAL

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Have You Ever Taken the Time

to find out what income your family would receive from your estate—if probated to-day?

The only way to increase the amount immediately is through Life Insurance.

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HEAD OFFICE  
TORONTO, CANADA  
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## BUSINESS AND MARKET FORECAST

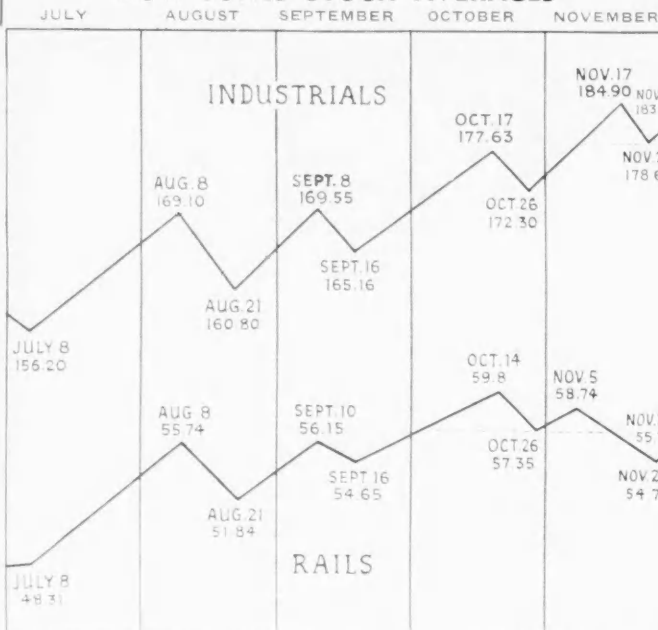
(Continued from page 41)

position—Industrial bonds and debentures, preferably those with stock conversion or stock purchase privileges, 50%; common stocks about 25%; cash about 25%. Speculators operating on margin should be out of the market with their funds 100% in cash.

**MARKET AND OTHER COMMENT.** Readers of this forecast will observe that considerable space is devoted every week to what is variously described as the secondary, intermediate, or month to month trend. While it is difficult to detect the change in secondary trends, it is absolutely essential for investors to lighten up at the top of these trends as well as to employ their money to the fullest advantage at the bottom of such trends. The reason for this is to be found in the fact that quite frequently the change in the secondary trend is contemporaneous with the change in the primary trend. No longer can an investor safely buy either a bond or a stock and put it away and forget about it. If he will but keep his eye on the secondary trend as well as on other information necessary to safeguard his funds, he will soon learn that eternal vigilance is the price of safety either in investment or speculation.

May I call attention to one day of trading, that is Saturday, November 28, which appeared significant to this forecaster. Volume for the two hours was 1,430,000 shares, or at the rate of over three and a half million shares for a regular trading day. The Industrial averages only moved up three-tenths of one percent, or fifty-one hundredths of a point. The Rails lost four-tenths of one percent, or twenty one hundredths of a point, and the combined Industrials, Rails and Utilities averages moved upward only fifty-two one hundredths of a point, or two-tenths of one percent on this huge volume of trading. A large amount of fuel is being burned up under the boilers of speculation with small results showing. May we repeat our caution of the past few weeks, that investors should be maintaining a cash reserve and that speculators on margin should be out of the market entirely.

## DOW JONES STOCK AVERAGES



## READY FOR DELIVERY

## SATURDAY NIGHT'S

Analyses of Canada's Active Mines  
and  
Mining Atlas

It gives the up-to-the-minute story of dividend payers — producers — and important mining developments.

Here is a book full of clear analyses. Vital figures of production and costs are given; but better, what these figures mean for the shareholder is set forth.

Each analysis gives the background necessary for an understanding of the current news on any active property.

Each analysis enables the reader to consider the advisability of purchasing shares in the company analyzed, for a conservative investment, for probable appreciation, for a speculation.

## An Adequate Mining Atlas

Printed in a separate section, on special stock to make it easily found, this Atlas contains 28 best revised maps of the leading mining areas. These pages enable readers to locate properties in which interest is to be studied, the position as regards other properties.

No such adequate mining atlas, we believe, has ever been published in book form.

Saturday Night's Analyses will prove of equal value to non-technical and technically trained students of mining. Irrespective of any other works on mining which you may own this is a book to add to your library. A book to be referred to daily.

Carefully indexed, this book enables the reader to find quickly the analyses of the mining properties in which interest is.

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## MINES

BY J. A. MCRAE

**MADSEN RED LAKE** is to hold a meeting Dec. 7 to vote on the question of an increase of capital from 3,000,000 to 5,000,000 shares. The object is to find ways and means through which funds may be secured with which to deal with the very large tonnage of ore indicated.

**O'Brien Cadillac** is sinking to 1,500 ft. in depth, following intersection of the rich vein at 1260 ft. in depth.

**Hudson Bay Mining & Smelting** is producing over \$200,000 per month in gold. The plant is operating at 1,400 tons daily, producing 60 tons of copper, 70 tons of zinc and 600 pounds of cadmium.

**Gold mining** is surging forward in Manitoba. It is impressive to observe that in 1935 the gold output from Manitoba was \$91,000. This had increased to \$500,000 in 1936, thence to \$5,000,000 in 1937. The outlook is that production for 1938 will reach \$6,000,000.

**God's Lake** produced \$492,000 in the first nine months of 1936. New ore is being developed at a much greater rate than the tonnage being sent through the mill. There is reasonable prospect for a larger mill in due time.

**Oklend** will begin diamond drilling early in January.

**Pioneer Gold** intimates that the rate of dividend disbursements will be governed by current rate of earnings and that the treasury surplus will not be reduced in an effort to maintain the dividend rate now prevailing. This is taken to suggest possibility of lower dividends during the coming year, or at least pending more advanced development of the lower levels. In the meantime the regular dividend of 20 cents per share payable in January has been declared.

**International Nickel** exported \$34,998,220 in nickel during the ten months ended Oct. 31, up from \$28,987,000 in the first ten months of 1935.

**Packstack** is developing ore at the first level where values of about \$8 per ton occur in a width of 60 inches. A width of 20 ft. is indicated 128 ft. from the shaft. A diamond drill core drawn from the second level indicated over 31 ft. in width carrying \$9 per ton.

**Noranda** had a net profit of \$6,551,891 during the first nine months of 1936, amounting to \$2.92 per share. It is significant that the profit for the third quarter was \$2,348,446, or \$1.05 per share, thereby indicating a rate of well over \$4 per share annually at present.

**Hard Rock** approved an additional 500,000 share capital for the treasury through an increase from 2,500,000 to 3,000,000 share capital. Big widths of medium grade ore suggest likelihood of a mill of large tonnage in due course of development.

**Wright-Hargreaves** will open the new year with heavy disbursements to shareholders. The regular quarterly dividend payable Jan. 2 will be accompanied by a bonus of five cents, while a further extra of ten cents per share is to be paid Feb. 1.

**Split Lake** is moving a diamond drill to the property this week. This will be employed underground to assist in general exploration.

**Larder Lake**, an area which was active before Porcupine, shows signs of important developments. Big widths of medium grade ore have been found on the Kerr Addition.

**Moneta** is sinking with hand steel, while mining plant is being installed and plans for a steel headframe being made. By the middle of January power will be turned on.

**Argosy Gold** stock is not to flood the market. The Securities Commission has regulated the release of some 1,000,000 pooled shares in blocks of limited size at intervals for the next few months rather than in an entire block this month.

**Smelter Gold** had a diamond drill outfit delivered this week to its property at God's Lake, and drilling is beginning immediately under the direction of Dr. J. F. Wright, geologist.

**Slave Lake Mines**, on an island in Slave Lake, N.W.T., is down 100 ft. and continuing its shaft to 200 ft. Early assays have indicated high grade gold ore across a width of six feet.

**Lake Shore** is expected from this date forward to pay out earnings as fast as they materialize, which is at a rate of close to \$5 per share annually. In addition to this, it is believed the large surplus of some \$12,000,000 may be gradually reduced, in which event a further disbursement of \$1 per share, or \$6 per share annually would not come as a surprise.

The representative of **Saturday Night** has completed a general visit to the northwest mining fields of Canada. Of particular interest is the progress of gold mining in Manitoba and in the Northwest Territories. Gold mining activity in Canada on an important scale is now in progress almost from coast to coast.

**Laguna** in Manitoba has an average grade of \$22 to the ton and is operating a plant of 75 tons per day.

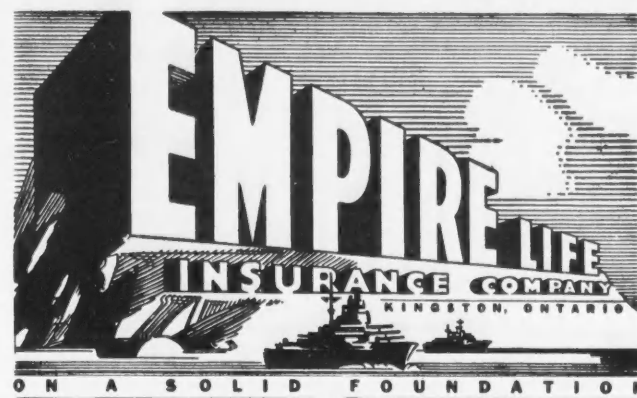
producer in this section with probable output of \$1,150,000 this year. **Howey Gold** is the third largest producer in Patricia with probable output of \$1,250,000 this year.

**Gurney Gold** has 70 men employed on its property in Manitoba and has considerable ore developed, indicative of a mill of possibly 100 tons daily capacity in 1937.

**Flin Flon Gold** is down 440 ft. and will continue to 675 ft. in depth. There are prospects of a mill of 75 tons per day late in 1937.

**Grozzelle Kirkland** was absorbed some months ago by Kirkland Lake and the shares are exchangeable on the basis of 10 Grozzelle for one Kirkland Lake.

**Pickle Crow** will complete mill enlargements before Easter and is expected to jump at that time to 300 tons of ore per day in the move up to 400 tons daily as announced some



time ago by J. E. Hammell, president. **Pickle Crow** in the third quarter of this year having recovered an average of \$34 per ton, is obviously shaping up for a very sharp increase in production. To maintain such a recovery with a plant of 300 tons per day would be to produce \$300,000 per month, and to continue such recovery when up to 400 tons per day would be to produce \$400,000 monthly.

## BANK OF MONTREAL

Established 1817

*A presentation, in easily understandable form,  
of the Bank's*

## ANNUAL STATEMENT

31st October, 1936

## LIABILITIES

## LIABILITIES TO THE PUBLIC

Deposits	\$691,312,054.08
Payable on demand and after notice.	
Notes of the Bank in Circulation	27,749,972.00
Payable on demand.	
Bills Payable	137,838.65
Time drafts issued and outstanding.	
Acceptances and Letters of Credit Outstanding	7,168,979.49
Financial responsibilities undertaken on behalf of customers (see off-setting amount [x] in "Resources").	
Other Liabilities to the Public	1,947,005.98
Items which do not come under the foregoing headings.	
Total Liabilities to the Public	\$728,315,850.20

## LIABILITIES TO THE SHAREHOLDERS

Capital, Surplus and Undivided Profits and Reserves for Dividends	76,766,147.82
This amount represents the shareholders' interest in the Bank, over which liabilities to the public take precedence.	
Total Liabilities	\$805,081,998.02

## RESOURCES

## To meet the foregoing Liabilities the Bank has

Cash in its Vaults and Money on Deposit with Bank of Canada	\$ 79,242,079.39
Notes of and Cheques on Other Banks	29,222,231.15
Payable in cash on presentation.	
Money on Deposit with Other Banks	20,264,801.82
Available on demand or at short notice.	
Government and Other Bonds and Debentures	442,781,097.95
Not exceeding market value. The greater portion consists of gilt-edge securities which mature at early dates.	
Stocks	1,030,297.08
Railway and Industrial and other stocks. Not exceeding market value.	
Call Loans outside of Canada	25,400,166.98
Secured by bonds, stocks and other negotiable securities of greater value than the loans and representing money quickly available with no disturbing effect on conditions in Canada.	
Call Loans in Canada	8,169,988.82
Payable on demand and secured by bonds and stocks of greater value than the loans.	
Bankers' Acceptances	361,924.25
Prime drafts accepted by other banks.	
TOTAL OF QUICKLY AVAILABLE RESOURCES	\$606,472,587.44
(equal to 83.27% of all Liabilities to the Public)	
Other Loans	174,141,011.90
To manufacturers, farmers, merchants and others, on conditions consistent with sound banking.	
Bank Premises	14,000,000.00
Two properties only are carried in the names of holding companies; the stock and bonds of these companies are entirely owned by the Bank and appear on the books at \$1.00 in each case. All other of the Bank's premises, the value of which largely exceeds \$14,000,000, appear under this heading.	
Real Estate, and Mortgages on Real Estate Sold by the Bank	1,507,373.67
Acquired in the course of the Bank's business and in process of being realized upon.	
x Customers' Liability under Acceptances and Letters of Credit	7,168,979.49
Represents liabilities of customers on account of Letters of Credit issued and Drafts accepted by the Bank for their account.	
Other Assets not included in the foregoing	1,792,045.52
Making Total Assets of	\$805,081,998.02
to meet payment of Liabilities to the Public of	728,315,850.20
leaving an excess of Assets over Liabilities to the Public of	\$ 76,766,147.82

## PROFIT and LOSS ACCOUNT

Profits for the year ended 31st October, 1936, after making appropriations to Contingent Reserve Fund, out of which Fund full provision for Bad and Doubtful Debts has been made, and after deducting Dominion and Provincial Government Taxes amounting to \$991,641.26	\$3,181,501.57
Dividends paid or payable to Shareholders	\$2,880,000.00
Written off Bank Premises	200,000.00
	3,080,000.00
Balance of Profit and Loss Account, 31st October, 1935	\$ 101,501.57
	1,935,033.56
	\$2,036,534.73
Transferred to Rest Account	1,000,000.00
Balance of Profit and Loss carried forward	\$1,036,534.73

CHARLES B. GORDON,  
PresidentW. A. ROG,  
JACKSON DODDS,  
Joint General Managers

*The strength of a bank is determined by its history, its policy, its management and the extent of its resources. For 119 years the Bank of Montreal has been in the forefront of Canadian finance.*



# "BUCKETEERS" ACTIVE IN LONDON

## More Than £1,000,000 Annually Sacrificed by Gullible British Public—Remedial Legislation Demanded

BY GILBERT C. LAYTON

Saturday Night's Financial Correspondent in London

Apparently our London financial correspondent is not as familiar as he might be with what has been done in Canada to curb financial racketeering of the type he describes as prevalent currently in London. Many of the remedial steps he suggests as desirable but of doubtful practicability have already been taken in Ontario and other Canadian Provinces with very beneficial results. We suggest that the British Board of Trade or other authority write Ontario's Securities Commissioner, John M. Godfrey, K.C., for advice on their problem.

THE old buccaneer advertised his trade with skull and crossbones and relied upon his strength of arm; his descendant, the "bucketeer," flies the flag of honesty and relies upon the credulity of the investing public. The bucketeer is again very active in the City of London, pursuing an immoral trade within the limits of an inadequate law.

The rot is spreading, for the rise in Stock Exchange prices over the past few years has aroused a speculative desire on the part of the public. It is this desire which the bucket-shopkeepers profess to satisfy, and, according to their admission, they are more generous in matters of investment than any legitimate concerns can afford to be. They offer redeemable debentures which carry a high rate of

interest and participate; actually, holders receive no interest and the stocks are never redeemed. They deal in well-known issues, but having received the money are never again to be found. They make things "easy" for the smaller investor by offering favorable margin rates, but the shares are never seen.

The seriousness of the menace can be appreciated from the fact that upwards of £1,000,000 annually has on an average been sacrificed by a gullible British public in the last five years. The Board of Trade in July last was sceptical about the seriousness of the matter, but there is now a large demand for special legislation to put a stop to fraudulent share-pushing. It will not be easy to achieve this. The disguises of the bucket-shops are infinite, and the sedulous hunter of shares will find a way through all but the most close-knit regulations.

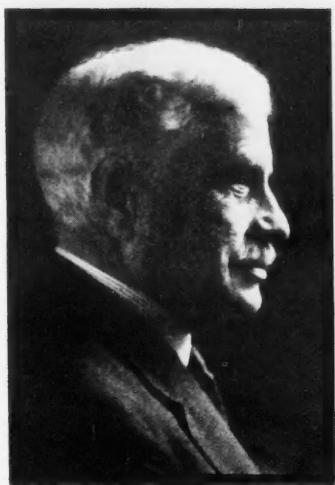
A start might well be made on the American model. The United States financial racketeer is debarred from using the mail for the prosecution of his business. In Britain the mail is almost invariably the first medium of contact between the potential dupe and the bucketeer. If it were subject to a "purity" censorship the bucket-shops would have only the media of the "phone and personal interviews. It would be a serious check.

IT HAS also been suggested that all brokers should subscribe to a special system of registration whereby the Board of Trade would have the power to examine the books of all institutions. Were this system really workable, however, it would certainly have been suggested when the Registration of Business Names Act was passed. This Act makes the registration of outside brokers compulsory. It would be completed, but would become virtually impossible to implement, if a really efficient selective system were introduced.

Another idea widely held in the City is that suspected concerns should be subject to periodic examination by Government officials. The difficulties in this scheme are many and obvious. It would require a staff larger than most Government departments rejoice in and would entail expense possibly

greater than the object would justify. The outcome of the present agitation will undoubtedly be an amendment of the Companies Act of 1929, but by the time that an adequate amendment is formulated and put into practice the abuse may have grown intolerable.

The best system for combating deception is always to make the nature of the deception obvious. This tech-



SIR ROBERT BORDEN, President of Barclays Bank (Canada) and war-time Prime Minister of Canada, told the bank's shareholders at their ninth annual general meeting that further general economic recovery is practically assured if only the peace of the world can be maintained. Unfortunately, he said, the substantial progress in recovery made to date is overshadowed by the menace of international controversies and antagonisms which seem to become increasingly dangerous as, more and more, the resources of the world are devoted to the increase of armaments.

nique is being pursued by the "Big Five" banks and other leading institutions. The banks have been issuing warnings regarding "fraudulent share vendors," which is respectable language for a most disreputable profession. Many big broking companies are also acquainting their clientele of the necessity for extreme caution in dealing with any financial communication which is open to suspicion because of its unwonted generosity or unaccustomed reticence.

There are many other means by which the public may be acquainted with the danger. It would surely not be an abuse of the British Broadcasting Corporation to institute periodic broadcast warnings. These would reach a much wider public than bank



B. O. MOXON, whose appointment as Supervisor of British Columbia Branches has just been announced by the Royal Bank of Canada. His headquarters will be at Vancouver, where he will take over his new duties about January 1.

### UNLISTED QUOTATIONS

(Furnished by A. J. Pattison, Jr. & Co. Limited, November 30.)

INDUSTRIAL STOCKS	Bid	Asked
Acadian Sugar 6 1/2% Pfd.	5.00	
Acme Packers Dairy		44.00
7 1/2% Pfd.		44.00
Andrian National Corp. N.D.	16.50	17.50
Assoc. Tel. & Tel. 6 1/2% Pfd.	25.00	26.00
Burns & Co. Ltd. "A"	7.50	8.50
Can. Wire & Cable 6 1/2% Pfd.	118.00	121.00
Can. Industries "A" Com.	217.00	230.00
Can. Industries 7 1/2% Pfd.	165.00	167.00
Can. Westinghouse	76.00	78.00
Conduits Nat. New Com.	1.75	2.25
Dunn, Front & Steel		97.50 99.00
7 1/2% Pfd.		82.00 85.00
Edwin Grain Com.		3.20 4.00
Federal Grain 6 1/2% Pfd.		46.50 48.50
Goderich Elevator & Transit		10.75 11.25
Guelpi Carpet 6 1/2% Pfd.		105.50 106.50
Hayes Steel Prod. Com.		2.25
Hayes Steel Prod. Pfd.		5.50
Highland Dairy 7 1/2% Pfd.		83.00 87.00
Inter. Mat. Indust. "A"		81.00 85.50
6 1/2% Pfd.		105.00 107.50
Provincial Paper 7 1/2% Pfd.		96.00
Re-Advance Grain 6 1/2% Pfd.		5.00 10.25
Standard Pulp Com.		106.00 108.50
Standard Pulp 6 1/2% Pfd.		13.25 14.00
United Steel "A" Pfd.		

TRUST & LOAN STOCKS	Bid	Asked
Chartered Trust		85.00
Guelpi Ind. Invest.		18.00 51.00
For \$50.00		20.00 33.00
Sterling Trust		86.00
Traders Fin. "B" 7 1/2% Pfd.		33.00
Trusts & Guarantee		

INSURANCE STOCKS	Bid	Asked
Canada Life Assoc.	530.00	540.00
Canadian Ins. Shares	12.50	13.50
Confederation Life 20% Pfd.	112.00	115.00
Dominion Life 50% Pfd.	220.00	200.00
Empire Life 25% Pfd.	7.50	8.75
Great West Life Assoc.	325.00	385.00
Imperial Life	225.00	
Manufacturers Life Ins.	210.00	260.00
Monarch Life 10% Pfd.	20.50	22.00
Sovereign Life 25% Pfd.	15.25	17.50
Sun Life Assurance	640.00	650.00
Western Assurance Com.	45.50	46.50

THEATRE STOCKS	Bid	Asked
Allens Toronto 7 1/2% Pfd.		29.00 35.00
bonus com.		2.50 3.00
Low's London 7 1/2% Pfd.		50.00
Paramount Kitchener Pfd.		18.00
United Amusement A		16.00
United Amusement B		

INVESTMENT TRUST SHARES	Bid	Asked
Can. Gen. Invest. Ltd.		10.75 11.15
(Div. 20c)		
Cons. Div. Standard Sec.		18.25 19.50
Units		11.00 13.00
Dom. Scottish Invest. Units		65.00 67.00
Investment Foundation Units		25.00 26.00
Sec. Holding Corp. Units		26.50 27.50
United Corps. Ltd. "A"		19.00 20.00
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PRESENTS ITS FINANCIAL STATEMENT

and continues its 32 year record of unexcelled service

FINANCIAL STATEMENT AS OF OCTOBER 31, 1936

ASSETS		LIABILITIES	
Cash in Office and in Banks	\$1,204,814.94	Losses in Process of Adjustment	
Bonds—Market Value:		(Estimated)	\$ 149,716.06
U. S. Treasury Bonds, due 1946-49	8,267,500.00	Due Reinsuring Companies	11,436.64
Dominion of Canada Bonds, due 1939	12,810.00	Reserve for Taxes (Estimated)	25,000.00
Hydro-Electric Power Commission of Ontario Debentures, due 1937 (Guaranteed by the Province of Ontario)	202,300.00	Guaranty Fund	\$ 250,000.00
Interest Accrued (not due)	896.30	Surplus and Reinsurance Reserve	1,832,681.50
	242,786.30	Total Guaranty Fund and Surplus and Reinsurance Reserve	2,082,681.50
Guaranty Fund Deposit:			
U. S. Treasury Bills, due January, 1937	250,000.00		
Premiums in Course of Collection	571,232.96		
Total	\$2,268,834.20	Total	\$2,268,834.20

We have made an examination of the financial statement of Lumbermen's Underwriting Alliance as at October 31, 1936. In connection therewith we examined or tested accounting records of the Alliance and other supporting evidence and obtained information and explanation from officers and employees of the U.S. Epperson Underwriting Company, Attorney-in-Fact. Cash in office and in banks was reconciled with certificates from the depositories. Investments and guaranty fund securities were verified by examination or by certificates from insurance departments. Deposits in course of collection were substantiated by examination of the detail accounts. So far as we could ascertain, adequate provision has been made for all liabilities, and the books have been kept in accordance with the provisions of the power of attorney. In our opinion, based upon such examination, the foregoing financial statement fairly presents the condition of Lumbermen's Underwriting Alliance as at October 31, 1936.

Kansas City, Missouri, November 7, 1936.

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L. D. PAYETTE, Canadian Manager

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U. S. EPPERSON UNDERWRITING COMPANY, Manager 10TH FLOOR, R. A. LONG BUILDING, KANSAS CITY, MISSOURI  
J. J. LYNN, President

OTHER REGIONAL OFFICES:

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Johnson Bldg., CHARLOTTE, N.C.

1000 R. A. Long Bldg., KANSAS CITY, Missouri

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## B.C.'s Marketing Board Muddle

(Continued from page 43)

posal of his product; creates additional unnecessary expense between the producer and the consumer, thus lowering the price to the producer and raising it to the consumer and benefiting only appointees to office.

Potato producers also about this time were provided with a striking instance of the fallacy of the old saw that what is good for the goose is of necessity good for the gander.

It transpired that Mr. Gilmore, president of the Vegetable Board, which was being highly autocratic in its own particular sphere and dealing very harshly with vegetable growers who tried to smuggle their potatoes to market through non-board channels and was deducting \$2 a ton from every potato producer for Board expenses, was himself selling the milk from his Fraser Valley farm not to the Fraser Valley Milk Producers Association, which virtually controlled the Lower Mainland Dairy Board and, in fact, had been primarily responsible for the Board's appointment, but through the Independent Milk Producers Co-operative Association, which was facing a court action because it refused to pay 11c a pound butter fat into the Board's equalization fund and was regarded by the Milk Board as a most obnoxious and highly reprehensible organization.

Mr. Gilmore, it became known, was drawing his milk cheques from the Independent Association without the slightest complaint about their failure to deduct 11c a pound for the Milk Board equalization fund.

When Mr. Gilmore was gently chided with his inconsistency in a rural paper he endeavored to justify himself in an extraordinary effusion in which he stated among other things that as the dairy to which he had been shipping prior to the establishment of the Milk Board desired to get their supply from the Independent Agency he had allowed his milk to continue in this channel.

The implication would appear to be that the dairy in question knew where the best milk came from. It was also considered not improbable that the higher rate being paid to members of the Independent Association—even if it was considered to be flouting the law—might also have had some weight in Mr. Gilmore's decision.

It was the lowly but nevertheless almost indispensable spud that eventually precipitated the now rapidly-growing public antipathy in British Columbia to compulsory marketing.

There are very few households in which the potato does not make a frequent appearance on the dinner table and in large families the price of potatoes is an important factor in the housewife's budget.

Potatoes have been expensive in British Columbia this summer and fall. The retail price since the first new potatoes put in an appearance has never been below \$25 a ton and has gone as high as \$50 a ton.

When murmurs of protest from farmers that they had been receiving as little as \$9.40 a ton net from the Board for their early potatoes reached the ears of Vancouver women who had been paying some \$35 a ton for these selfsame potatoes, they began to sit up and take notice.

On October 1 a meeting of the Vancouver Women's Voters' League, a non-political organization, went into the matter of potatoes and passed the following resolution: "Whereas the British Columbia Marketing Act as carried out by the British Columbia Marketing Board has:

"(1) Created a sharp increase in the prices of staple foodstuffs.  
"(2) Created a combine in restraint of trade, which is intra vires to the Federal Combines Act.  
"(3) Wages, pensions and relief allowances have not been increased making the Act create a hardship on consumer and producer alike.

"Be it therefore resolved that: We, the League of Women Voters in meeting assembled, do ask an investigation by the Federal Government, and the Provincial Government into the legality of the actions of British Columbia Marketing Board and its Board."

A copy of this resolution was forwarded to members of Parliament and to the Local Council of Women, a powerful body comprising representatives of all women's organizations in Vancouver.

Within a few days the Local Council of Women summoned the Minister of Agriculture (Dr. K. C. MacDonald) and Mr. Peterson of the Board to appear before them and enlighten them upon this vexed question of potato prices.

The ministerial dental agronomist discreetly pleaded another engagement but Mr. Peterson courageously faced an assemblage of some 150 women and rather unsuccessfully endeavored to justify the Board's existence.

Women in the audience produced potato grower's selling slips showing conclusively that they had received in some instances less than \$10 a ton after deductions for a short truck haul, the Board's operating levy and the 7c a sack which the Board charges, purchase of these sacks being obligatory.

Mr. Peterson was asked whether the reason Vancouver housewives had had to pay up to \$2 a sack for potatoes when growers were receiving very

considerably less than half that price was due to the fact that the Board had been selling potatoes on the Prairies at a much lower price than locally.

Mr. Peterson maintained that while the Vancouver price was \$35 a ton, the Board had never sold any potatoes to the Prairies for less than \$25 a ton, with the exception of one isolated carload at \$20.

Inasmuch as members of the Board had on previous occasions explained to irate potato growers that low export prices had been responsible for the low selling price to growers, Mr. Peterson's explanation to the women was not considered entirely satisfactory. The explanation to the growers had not been deemed particularly satisfactory either, as it was fairly general knowledge that there had been a potato famine this year on a great part of the prairies and quite a few British Columbia growers had friends and relatives in Alberta who had been paying \$45 a ton for Pacific Coast potatoes.

The women having started the ball rolling, the Vancouver city fathers decided it was their next move and the Minister of Agriculture and all three members of the Board were called to a conference with the Civic Markets Committee.

The conference was called by the City principally to discuss possible representation of consumers on the Board as a protection against too high a price of potatoes, but the Minister of Agriculture was caustic when an alderman meekly suggested that this should be put into effect and also firmly opposed a suggestion that retail dealers should be allowed representation on the Board.

When asked about the effect of the Marketing legislation on the farmers, Dr. MacDonald said he thought the meeting was called to discuss problems and not to interrogate members of the Board. If they were just present to be put on the spot he would dissociate himself with the gathering.

All in all, the members of the Civic Committee and the general public who studied the daily paper accounts of the conference gained no information regarding the reason for the spread between producer and consumer potato prices. They were informed that in the last two or three pools Board payments to farmers for potatoes had been very materially increased. This, of course, may or may not be due to the recently awakened interest in potato prices on the part not only of growers but of those people who, in the long run, have to pay for everything—government mistakes and bureaucratic inefficiency included—the poor benighted consumers.

Having become somewhat potato conscious myself, I decided to personally venture into the potato-growing area contiguous to Vancouver and interview a few farmers at random with a view to obtaining their unvarnished opinions of controlled marketing. In the majority of cases the opinions as expressed were far too conflagratory to risk repeating on such an inflammable material as paper.

I was told of farmers who, having netted less than \$10 a ton from the Board for potatoes at a time when wholesalers would have been glad to have purchased the same potatoes at \$25 or more a ton—the normal spread between wholesale and retail potato prices is \$5 a ton.

It was told by one elderly man of the very best farming type and who was at one time a very strong supporter of orderly marketing, how in 1932, '33 and '34, when potato prices were low, due to overproduction in Western Canada generally, he and his wife tramped the streets of Vancouver establishing a house-to-house potato route and built up a business, not by cutting prices but by supplying high quality potatoes, which at least permitted them to pay their taxes without going on relief, as did so many less energetic farmers during the low potato price period. This year without solicitation 200 orders for potatoes

came to this farmer from satisfied customers of the past and had he been able to fill them he would have been able to continue to pay his taxes which run high on good potato land. But the Potato Board would not permit him to fill the orders. He had either to feed his potatoes to his stock or take the low Board prices. This sturdy individualist and capable farmer is in consequence, through no fault of his own, now threatened with the loss of a farm he has spent the best part of a lifetime building up.

ONE could go on almost indefinitely describing the unhappiness rate of efficient farmers under compulsory marketing, but I shall conclude by quoting from a letter dated October 14, 1936, written by an old-established farmer who was asked to put his views on the Vegetable Marketing Board on paper:

"My business is growing lettuce, potatoes and carrots. Lettuce was my first crop marketed under control. Pool ending 13th July, 1936, I sold 350 crates lettuce, price to grower 65c per crate net, this lettuce was grown, crated and packed on my own farm, delivered to my own customers by my own truck. After performing this service to the public the Board stepped in and collected the money and paid me 48c per crate. I was paid short 17c per crate and this is not all. During the six weeks the Board controlled the selling end of the business of my farm they extracted from me by way of tolls, levy, equalization rate, \$290.00 and paid me 10c per crate less for my No. 1 lettuce than I received during the same period of time the previous season. My loss in the lettuce and carrot deal was about \$450.00."

"For the last 12 years I have grown from 125 to 200 tons of potatoes every year. During all these years I never lost one sack through not being able to sell them; there was always a good market for good potatoes, my crop would always be sold out before New Year. During these years price received was from \$15.00 to \$60.00 a ton. Price received from the agency for what they sold of last year's crop, \$15.35 per ton; 5 tons that I was unable to sell were sold for feed at \$6.00 per ton, this reduced my price lower than at any time before control by a Board. From these facts and figures it will be seen that the farmers did not benefit from marketing control under the Act. Who then, if any, did benefit under the scheme?"

"Three farmers draw down \$6,900.26 with car expense for time months; they get to the office between 10:30 and 11:00 a.m. and each of these boys in turn has had two weeks' holidays; they are much better clothed and fatter and drive a better car now than before control; regular employment, good wages and very little to do has made them quite prosperous. Who would not want to be a member of the Marketing Board?"

The wholesalers are not worried about keeping up storage for their requirements, this is now done and paid for by the growers.

"The sack man seems to be doing a little better than before control; we pay 7c for sacks to the Board. I can buy sacks of the same cloth at 6c. I buy by the hundred, the Board buys by the hundred thousand."

"Boxes for early potatoes cost the growers 11c each. I could purchase them for 10c each. So right down the line every person the Board employs and those doing business with the Board benefited very materially."

"Benefits received by the farmers are almost nil I don't know any farmers who have had any holidays. None that I know of are any better off than they were before control. Truly, this inefficient Marketing Board does not benefit the farmer where he would never be able to get before its inception by his own efforts. For the members of the Marketing Board to go broadcasting telling farmers and the consumers what they have done for both, and at the same time refuse to submit their financial audit to the press for publication, is only adding insult to injury."

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